

THE INCREASE OF THE STRATEGIC ROLE OF MATERIAL RESOURCES ENSURING MANAGEMENT IN A CRISIS CONTEXT

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Abstract

In the conditions of the current crisis, there is an increase in the importance of ensuring the management of material resources. A strategy to ensure the necessary material resources on the suppliers' market is mandatory as a result of the growing role that this function holds in the present economic conditions and of its integration into the strategic activity of organizations. A strategic and proactive function of ensuring material resources can offer your organization a competitive advantage by reducing costs in the value chain. Nevertheless, resource-ensuring strategies cannot be developed in isolation, as they must be integrated into the overall strategy of the company so as to fit harmoniously in order to be able to achieve their goals and to contribute to the success of the whole system of the organization.

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