

# ***Lecture on Profitability: How to Assess, Handle and Improve It.***



*Carmine D'Arconte - cdarconte@uniroma3.it*

*Sofia University, Faculty of economics and business, 5th december 2012, 4 p.m., room 400*

*Carmine D'Arconte, Professor at Roma Tre University, Rome, Italy, expert in quantitative methods for management, will be at the Faculty of Economics and Business Administration to focus on the critical topic of profitability and will expose a vast range of possible approaches to profitability from his specific studies and his 35 years of experience. Participate to protect and optimize your present and future investments.*

*Profitability may be a rather complicated issue. Imagine for instance two companies with the same amount of revenue (i.e. 100,000 \$) and costs (i.e. 70,000 \$); is it possible that they have different results as far as profitability is concerned? The question may sound strange but actually it is not and, above all, it's only the final aspect to be considered after we have found proper answer to many other fundamental questions.*

*Profitability is in fact a vital issue for all profit companies, especially nowadays because of the general worldwide economic and financial crisis; therefore for every entrepreneur who already runs a business, for students who will soon have to look for a position in a company and for everyone who plans to start a new business in the next future, it is of the utmost importance to have a thorough understanding of all possible ways to assess, handle and improve it; It is more than obvious in fact, that every aspect of profitability not properly known and managed, may automatically involve an economic loss. Can we afford to let this happen?*