ECONOMIC AND ORGANIZATIONAL RELATIONS IN MANAGEMENT SYSTEM OF CONSTRUCTION FIELD UNITS

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ABSTRACT
A new phase of Developed economic reforms in our country and in different areas can be evaluated as a growing market era. In fulfilling the construction and installation of equipment and facilities, Price stipulated in the contract shall be calculated and applied based on existing information about the real costs and also on information about their prices in the market And should not be calculated not based on average criteria.

The methodology of the present study is the concept of integrated management principles and marketing principles. In the Countries of Iran and Azerbaijan, estimates Computational system in the management economic mechanism of construction field is not enough accurate and such as other areas, many additional resources on organizations, is used. In Foreign countries, in the first stage of the investment process in Building and construction, according to the characteristics of creating, the calculation of building product prices method is used. And final price at the end of the project is determined as a rule appropriate to the size and type of building and its total volume or surface area. Consequently, the final price determined and announced with regard to each of the building elements. Using the experiences of other countries in this regard will result in benefits for the economies of Iran and Azerbaijan.

Keywords: Marketing Management, Integration Management, Construction

INTRODUCTION
The most important challenge in the field of construction management, basically, is to supply invest sources (Ebrahimì, 2000).

In supplying invest Due to rapid change in the basic conditions of construction, two issues are presented: First resource restrictions, second utility and quality of investment projects. One of the main problems that exist in the field of construction management is its Integration or coordination problem that can be viewed from two perspectives:

1. The integration of production facilities' unit (operating unit) with units of investment (supply invest)
2. Integration of internal management and marketing management (Golabi et al., 2010).

Marketing, provides the investments in the field of construction management and also provide the effective operation of domestic and foreign investments and this is essential for a country's economy. And its development should also be based on the increase and intensify landscape of internal resources (Village, 1999).

The core concepts that create the present research methodology, is the concept of integrated management principles and marketing principles. Thus, the problem of Marketing and Management is the Specific type of corporate management that it can be a tool for creating an integrated management system and systematic marketing in the field of construction.

Theoretical and Methodological Areas of Integrated Management System in Construction Field

Providing investment for the construction is considered as the only Resources supplying process, in this case, some of the laws occur at the general events Row. One of the main problems that create the
principal characteristic of construction field management is integrity, and can be looked upon from two positions:

- As the integration of building production and investment areas;
- As the integration of marketing performance and management that is the only system in the construction management field (Levitt, 1973; Leslie and Dawson, 2004). And marketing as the market management principles, determine the business issue in the market.

Marketing is directed to external environmental factors. And in the process of achieving long-term goals, it adapts on those factors (Levitt, 1973; Sterling, 2003). Integrated management system of construction system can be seen in Figure 1, as the chart shows.

![Figure 1: structuring integrated process of management system of construction field (Levitt, 1973; Dennis, 1981)](image)

Variety making of production is more interesting to Speculative builder. Variety making of Production is recognized as the development of corporate activities’ field, whether it is associated or not associated with primary Production. The most efficient for variety making in development production of Construction Company activities’ field is in accordance with its plans. In this case production base and expertise of staff and working relationships will adapt with the client (Hussein, 2004; Ali and Mhmdav, 2006). Trade growth compartment is a Proprietary structure that realize the main scientific technical ideas and it is suitable condition and for the creation of small and innovative enterprises’ Useful activities (companies).

Observing the Business Employment Environment in construction field is a great concept in turn and has a great effect. It can be classified into different forms; in some cases it is necessary to consider information with supplying watch.

In Number 1.5. Chart, the most Justified structuring is provided (Levitt, 1973).

In the 80s of the twentieth century in the USA, innovation business increased in private and group manner. Low innovation was provided because of the efforts of scientists, engineers and inventors, relied
upon Commercialization of innovations. According to Several analysis that have been made in the late '80s and early '90s turned out to be that US has 40-30 thousand company, that number of workers in their scientific department is at least 100 people. Today in the US, Approximately 1/8 of the total of 600-700 thousand new company that annually established, have been specialized in the field of scientific and technical innovations (Ellen, 1997).

MATERIALS AND METHODS

Analysis of an Integrated Management System in Construction Field

"Quite ready unit" System
"Quite ready unit" System
Second adjustment "preparing and manage the project."
First adjustment "preparing and manage the project."
Organizational structure "Professional Construction Management"

Organizational structure "Professional Construction Management"

Second adjustment "administering construction"

First adjustment "the main contractor"

Figure 2: The different organizational forms’ main Chart of construction management in integrated system (John, et al., 1999; Rachel, 1970)

They must compare their financial resources in accordance with the demand for money facilities within each year (e.g., construction), and cover the possibility to attract other investments and bank credits and mortgage operations and so on. The annual amount of credit payment and terms and the term of credit payment are calculated and paying the credit that is based on the annual profit of investment project, must be specified precisely. Management of investment projects within the project life cycle by applying technical and modern management methods means planning, organizing and coordinating and justification and monitoring.

Analysis of Experiences of Foreign Consulting Companies to Guarantee the Marketing of Investment Projects

Experience of other countries indicates that companies usually try to limit Management Section (John et al., 1999; Rachel, 1970). Prevailing standards in the US, As long as the proposals relating to construction projects is not approved And permission for construction isn’t given, don’t allow to start the construction. A person, who is in possession of the land, in order to describe the planned unit, should attach the necessary documents of the project, Layout of the plan, specifications, calculations and experimental results of other documents to the application (Everett, 1982).

By adding the value of buildings and equipments, desired value can be achieved in the organizational system of technical construction as an element of Permanent costs that based on Determination is as a percentage of the capital. But in the construction industry, investment Guarantee occurs if that is 50% much higher than the minimum. Future efforts to delineate the conjectural value to calculate the replacement costs are considered with Haysvald graph (Figure 1).

Outputs Incomes is drawn from coordinator center that reflect the annual production level of a product that is produced by appropriate sales prices. Then from A point that is parallel with the X axis, permanent lines are drawn. And variable costs’ line is drawn from the point A. The confluence of Incomes’ line and variable expenses indicates the critical point. And From there a vertical line is drawn on the X point, which this was to evaluate the amount of using production power and Production in the upper part Causes production of income and technical and organizational system of construction system in the lower part of that level cause Losses.
RESULTS AND DISCUSSION

Results

1- Price Mechanism Formation and the Way of Economics Pricing in the Integrated System of Marketing Management in Construction Field:

In planning the project, based on the estimated costs and calculating financial estimates, Appraised value of the building is determined. It means that amount of all costs associated with the unit construction investment, products' Price in the building, value of the construction and installation in estimating the costs to put the unit into operation, Device management costs (Technological, lifting and carrying, etc.) And tools and equipments and other capital expenses are within the estimated value. The approximate Structure of building value in costs 'estimation is presented In Table 1.

Table 1: Building value structure in cost s' estimation in percent

<table>
<thead>
<tr>
<th>Modern construction (technical)</th>
<th>Types of Buildings</th>
<th>Type of costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>70-80</td>
<td>Industrial Construction</td>
<td>Construction and installation affairs</td>
</tr>
<tr>
<td>20-15</td>
<td>Ordinary Construction</td>
<td>Preparation of technical devices</td>
</tr>
<tr>
<td>10-5</td>
<td>10-15</td>
<td>Other affairs and costs</td>
</tr>
<tr>
<td>100</td>
<td>100</td>
<td>All of the above</td>
</tr>
</tbody>
</table>

Consequently, the final price will be divided by each of the building elements. The analysis of results determines the final price of one cubic meter or one square meter for each of the elements. Project Executive can prepare the work plans only after knowing the price of each element.
2-Pricing Mechanism Based on the Experiences of Foreign Countries in the Field of Construction Management

Western countries, based on their experiences, differentiate the estimated price and the actual price and determine the estimated price at the designated investment stage and the actual price in the process of cashing (selling) and units' construction. According to the information in German companies, estimation of administrative affairs, provides the possibility to assess the cost of building comparing to the actual cost with gathering information and develop preliminary plan, with deviation of 10 to 12 percent. The experiences of foreign countries indicate that companies executing projects on payment time by the employer, for the good performance of obligations (work), pay about 5% of the amount agreed in the contract (estimated price) as a guarantee.

In Initial assessment process of the construction, it is important to choose the least costly project. In my thesis research, determining the cost of building in different stages in the initial design according to the following formula based on the experiences of Iranian scholars and other countries is provided as follows:
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\[ T_d = \sum_{i=1}^{n} < Bs. \partial. I \]

Td = building price (in time of units' exploitation)
Bs = Estimated price basis (determined in preliminary plan and final design)
\( \partial = \) discounts in the base and additional price (calculated according to the estimated price)
I = index of changes in product price in construction process
Bs * \( \partial = \) the price of initial design

Also the actual value (price) of construction plan for all units is provided below.

\[ T = \sum_{i=1}^{n} V_q. I_h \]

Vq = same price for all units
Ih = Parts of the building (the building elements and types of affairs) in the total units

Index system is used in most countries and by using it the initial cost can be compared with the actual price. In United States of America, Japan, France and Germany, there is no single and standard index for building. In each of those countries, several indicators are prepared for different types of construction that consider change in prices of construction materials and manpower.

3- The Mechanism for Determining the Price of Construction Contract Works in the Integrated System of Marketing Management in the Construction Field Base on Economical Methods:

![Economical Mechanism of Price Development in performing Building Contractors in the Contract and Suggestions](image)

Suggest that contractor' net profit which is within the building contractor' Price be determined in accordance with market principles. Here we can calculate the profit average grade by direct multiplying the total costs' production and paid sums on the K coefficient by the following formula:

\[ K = 1 + V_{\partial} + V_{\delta} \cdot H_{\lambda} \cdot R : 100 \]

In this formula \( V_{\partial} \) and \( V_{\delta} \), respectively, the value of main facilities and construction company turnover and \( H_{\lambda} \) (H year) is the annual amount of performed construction work In the last year in terms of dollars; and R is the affordability average grade for capital. So, to perform Building Contractors, We can identify proposed reasonable price of Construction Company and required affordability to produce building.

In the field of Construction in America, Contractor and the architect act as an individual and in Contracts that are signed in accordance with that, in the construction process, many of the regulatory issues and quality assessment of the project will be resolved between the customer and contractor. We think that
Japanese experience is suitable for our country in this matter, obligations that they undertake to adopt in the contract is not in conflict with existing laws in our country. The most important thing to coalescence of the contracts the protection of copyright in common law. In the United States, Japan and Germany pay particular attention to this issue. Relationships with participants are kept secret and the protection of trade secrets is considered. All new construction work is considered as the property of the contractor and the customer right to free use of the mentioned new things shall be taken away from him. Intellectual property protection Civil and Legal responsibilities will apply in violation of the principles.

**Conclusion**

For the application of marketing principles in the areas of construction, applying certain types of activities is needed in order to attract investment that is Consistent with the interests of potential investors and also real demands of final consumers and in other words, all activities should be developed in order to meet the demands of investors and final consumers. Marketing should be used as an appropriate means for controlling (monitoring). We use Monitoring, collection and analysis of information on company activities with a history of building production and investment. The main idea of marketing in the construction sector should be considered in the Units with organizational and technical structures and in growth and development conditions of construction market relations and strategies for intensification of production facilities.

The idea of marketing management has formed to handle Organizations and different kinds of activities and this idea, determine the concept of marketing that is shown in the form of creating competitive environment and creating consumer demand. In this relationship to handle Economic activities of active organizations (firms) in the field construction, detailed description of modern marketing characteristics is important. In countries of Iran and Azerbaijan, estimating Computational system is not sufficiently accurate in economical mechanism in the field of construction management and like other areas many additional resources is used. In foreign countries, in the first stage of the investment process in building construction, the method of calculation of Construction product prices is used according to the creating characteristics and final price is determined at the end of the project as a rule appropriate to the size and type of building and volume or its total surface area. Therefore unit price (each square meter) is pricing based on existing experiences in construction of such buildings and According to its elements. And thus the final price determines and announce with regard to each of the building elements. Estimated Prices is prepared according to the elements (Effective factors on price) and also based on official statistics and information in the country annually for the companies and these statistics is Recorded and saved in inquiry offices as a database for signed agreements in the field of construction. These statistics also describe the amount of costs with regard to differences in different parts of the country. Using the experiences of other countries In this regard will result in benefits for the economies of Iran and Azerbaijan.

To determine the stipulated Contract price in the area of construction, the use of foreign experiences is recommended. In all contracts, insurance and reforms should be considered. Construction of one contract can't be used multiple times due to changing circumstances, therefore the possibility of searching the optimal type of mutual relations will be provide And so it will have a positive impact on the final product.

**REFERENCES**


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