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ENHANCING THE COMPETITIVENESS LEVEL OF CONTRACTING COMPANIES BASED ON OPTIMIZATION FOR ORGANIZATIONAL PROCESSES OF BUILDING PRODUCTION

The research addresses minimizing terms of buildings commissioning with the highest quality indicators by developing theoretical, methodological and practical solutions to the problems of optimization for organizational processes. Nowadays, globalization of dynamic transformations of the construction market conjuncture strengthens the role of strategic development of contracting companies on the basis of rational distribution, expedient use of organizational, economic and financial resources [1].

The research explores establishing of organizational processes of building production as a fundamental component of the company economic activity. Against this background, the main purpose that motivated the research is justifying the expediency of introducing and generating optimization models in order to increase the financial indicators of organizational and business processes of contracting companies [2].

Primary indicator in market is a competitiveness level of contracting company, which determines its ability to manage financial risks, adapt to transformations of market and changes in regulatory framework of capital construction. According to this argument, the strategy of enhancing the competitiveness level can be implemented by introduction mechanisms of optimization models: regulatory, mathematical, organizational and economic, software modules [3].

Thus, organization for building production is the basis of economic activity of the contracting company in conditions of the unstable market situation, which has a functional focus in provision of high-quality construction services, issue of finished construction products (buildings) to be commissioned. Furthermore, as the competitiveness level includes organizational (qualitative) and commercial (price) factors, it leads to conclusion that an expediency of optimization model introducing is a calculated value. The tooling implementation of optimization models varies; adoption of model is based on managerial decisions with the mandatory calculation of its effectiveness indicators. It's important to emphasize the necessity of taking into account the requirements of strategic management, which consist in the full compliance of optimization model adopted by the actual needs and solution of current tasks within business processes of the contracting company, the transparency for all participants in organizational processes, the direct settlement with the current regulatory in capital construction [4].

Key words: competitiveness, contracting company, organization of building production, optimization model

Literature:

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