

MANAGEMENTULUI PĂRȚILOR INTERESATE ÎN DOMENIUL CONSTRUCȚIILOR: CONSIDERENTE TEORETICE ȘI PRACTICE

PURSUING STAKEHOLDER MANAGEMENT IN CONSTRUCTIONS: ARGUMENT AND PRACTICAL BACKGROUND

Drd.ing. Mihaela CHEREJA
Universitatea Tehnică din Cluj-Napoca

Abstract:Sustainability in the construction industry is a strategic card to be played. The main focus so far has been on environmental issues; however it comes to notice that the social dimension of sustainability, mostly the management of stakeholders becomes a proxy in attaining a long term prosperous business. The paper investigates the basic stages that need to be considered when managing stakeholders in construction business. Sustained by a thorough literature review of scientific papers on this matter in the industry, four entities have been identified and described with the purpose of giving a starting point for stakeholder management in constructions. The developed theory is assisted by a practical example of mismanagement of stakeholders in the Dutch construction industry. Overall, the prescriptive phases are pinned to the board, but there is need for proper metrics for assessing the social dimension of sustainability.

Keywords:construction industry, stakeholder management