

MANAGEMENTUL RELAȚIILOR ÎNTR-O COMPANIE DE PROIECTARE NAVALĂ

RELATIONSHIPS MANAGEMENT IN A NAVAL DESIGN COMPANY

Conf.dr.ec., dr.ing. Carmen GASPAROTTI
Universitatea „Dunărea de Jos” din Galați

Abstract: This paper aims to present the relationships management in a naval design company and how can be influenced the course of the project as a result of its approach by the various groups of interest . These groups of interest are identified by the project manager at each stage of the ship project. The analysis technique of the groups of interest assumes drawing a "map", which is an important tool, which allows to the project manager to focus his efforts on the most susceptible areas, which involves the simultaneous work of him in many directions, "management up", "the team management", "the personnel management ", "the cross-relationship management".

Keywords: groups of interest, project manager, relationships management, ship design stages.