

عنوان مقاله:

assessment of controlling forces in irans construction industry

محل انتشار:

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خلاصه مقاله:

this research studies the controlling forces in the construction industry in iran focusing on consulting firms understanding the external sources in any industry is the first step in the process of strategic management towards palnning a suitable approach making use of strategic management considering the importance of this industry on the one hand and the launch and expansion of firms in different sectors on the other hand is evident in this research a wide range on firms are assessed with porters fieve forces. porters model is used towards reaching a competitive .strategy for profitability in industries

کلمات کلیدی:

construction industry , strategic management , porters five forces, profitability

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/165982>

