

عنوان مقاله:

VALUE ENGINEERING AND THEORIES OF THE FIRM

محل انتشار:

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خلاصه مقاله:

The purpose of this paper is to be provocative. We hear many Value Engineering (VE) and Value Management (VM) professionals lament clients and senior managers don't understand the value of VE as if the communication problem rests outside their own community and we are helpless. The purpose of this paper is to start a discussion which explores Value Engineering with respect to a number of different business models that explain what a firm is and what it seeks to achieve. At its heart is a desire to stimulate discussions about what the word "Value" might mean to senior managers and how we can help to communicate ways that help them achieve it. It does this by exploring a number of theories of the firm and discusses the implication for VE as it is today and how it might develop in the future. An underlying assumption of Value Engineering is that its usage increases value to the firm via innovation in projects, products, services and shared insights. This paper will explore this view and expose other assumptions which we as a community of practitioners could use to communicate better with senior management.

کلمات کلیدی:

Value Engineering, Value Management, Theory of Firm, Senior Management

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