

The Management Innovation Research on Construction Project

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Abstract. Construction project management has a direct relationship with of core competitiveness of construction enterprises. Taking effective measures to improve project management innovation level of construction enterprise is the fundamental requirements to adapt the development of the construction market. This paper discuss the necessary to implement construction project management innovation and based on this proposed construction project management innovation strategies to enhance the construction project management level to a new stage.

Introduction

The project is construction engineering enterprises show their image of the window, but also can bring enormous economic and social benefits for enterprise development, construction project management will be directly related to the business in the future competitiveness of the construction market, and therefore improve construction project management level of innovation, enhance core competitiveness of enterprises, to become the fundamental policy of the current business development [1].

The Necessity of Construction Project Management Innovation

First, the construction project management innovation in line with the basic requirements of the times, with the increasing improvement of China's socialist market economy, how to construct buildings to adapt to market development needs, in line with the market development requirements to create a new project management model, is the current construction engineering enterprises Major issues to be faced, construction companies only in innovative construction project management strategies, in order to inject fresh blood for the construction of enterprise development and construction.

Secondly, innovative construction project management, but also build a strong basic requirements of modern enterprise system, the current construction project management is not conducive to the normal development of construction project management, through constant innovation, abandon suited to the modern enterprise system in which aspects of in order to accelerate the pace of building a modern enterprise system.

Again, construction project management is to adapt to the requirements of the construction market, the construction market occupies an important position in the market economic system, which along with the market economy, continuous improvement, construction project management in order to meet the basic requirements of the development, must constantly innovation to adapt to the development of the law of the market economy, and finally, vigorously carry out the construction project management innovation, is to adapt to the current management of the fundamental requirement of scientific development theory, the current rapid development of science and technology, how to use advanced technology to construction engineering enterprise management and production practice, for construction engineering enterprises has important practical significance, therefore, the essence of project management into building construction project management which effectively enhance the construction project management [2].

The Principles of Construction Project Management Innovation

The construction project management innovation should be beneficial to the development of productive forces. Productivity levels of the different requirements of different management models, the two are mutually reinforcing, mutual restraint and only three elements namely labor productivity, labor objects, working tools effective combination. In order to play to the potential of productivity, the three elements of good productivity, a combination of effective coordination, give full play to make it development, which is the principle of construction project management innovation to be followed.

The construction project management innovation should be beneficial to meet the needs of the market. The market is dynamic and changing. Construction project management can make a difference only to meet the market, in order to obtain benefits. From a market point of view, we should extend the project to the market and that is to get items from the market. The implementation of projects in the market and enhance competitiveness in the execution of the project. Then participate in the new round of market competition, construction project management innovation so that the connotation of the project extends from the front and rear broadly. Depth to better build the project, deal with the relationship between enterprises and projects to enhance the ability to adapt to market competition [3].

The Strategy of Construction Project Management Innovation

Construction project management innovation, is to create a necessary requirement enterprise competitiveness, innovation and construction project management, business development in conjunction with actual, everything from reality, to find really suitable for construction project management strategies, and thus enhance the overall level of construction project management .

The concept innovation of project management. Realization of construction project management philosophy of innovation, enterprise workers need strong cooperation, work together to accelerate the pace of innovation in construction project management, construction enterprises to the construction project management personnel and vigorously carry out multi-angle. Situation and tasks of education wide level, to help establish a construction project management market philosophy. Scientific management ideas and people of the idea, the concept refers to the market to strengthen market-oriented management philosophy, construction business survival and development and finally in the whole market competitiveness and market share is determined by the construction companies, the first construction companies and construction workers project department is no way to go beyond the scope of the market, the only constant grasp market operation rules, and respecting market operation rules, to be innovative, to let construction project management achieved remarkable results, so that enterprises in a good position in the market competition, and secondly, scientific management idea, project management object is a complex system consists of a variety of elements, which requires the project management of the whole system should start using the principles and methods of science, research and treatment of the strong elements well within the system. The relationship between the systems, as well as the relationship between internal systems and external systems, and finally, one of the concepts, project management from the nature point of view, is the management of people, who are in an important position in construction project management, construction plan project, coordination. control and so need to rely on people to complete, people ideologically truly achieve modernization, we will fully exploit the potential of its internal brainstorming for enterprise development, and promote the continuous development of enterprise project management.

The responsibility innovation of project management. Construction projects are generally large-scale and multi-sub-construction engineering, building construction management and contract management is a great difficulty in the main project basis, and take effective measures to further streamline the relations of production, reducing construction management level, will The original pyramid-style management model into a flat management, construction project management to

implement various aspects of management elements, depending on the construction project management focus, but the basic responsibility of construction project management and project costing and so on always at the heart of project management, its practical implementation, will determine the success or failure of project management, construction project manager in the corporate mandate, deal with construction projects inside the multi-party relations, and ensure the building construction project can be coordinated carry out, inside the building construction enterprise to build a sound market mechanism. A number of mechanisms for monitoring mechanisms and service mechanism to ensure the implementation of the project manager responsibility system to carry out flexible organizational system to further implement the construction project management control and implementation to ensure that the project objectives can be achieved [4].

The innovation of personnel management level. Under the construction project to establish people-oriented management philosophy, we should strengthen the construction project management level personnel innovation, management level personnel innovation, from the following three aspects need to be, first, to determine the project organization target, construction project management objectives to be decomposition, and build a hierarchical target responsibility system within the enterprise to carry out the responsibility of all employees to actively target assessment, to ensure that the entire system construction projects undertaken by the task, which is an important foundation for the quality of construction responsibility system to be built, and secondly, should be taken Related measures to improve the internal management of the relevant organization and coordination, except construction project management personnel should have relevant professional basis, but also should have a strong organization and coordination, which helps ensure that the Project participants for the entire project have an overall understanding, and reached some consensus, which helps in all aspects of personnel to mutual understanding, to build and maintain a good team spirit and working environment, which will help to effectively resolve conflicts, agreed objectives, enhance the building project efficiency, and finally, to strengthen legal education, a number of major accidents are caused due to the weak legal concept, which brought great losses to people's lives and property safety and the economy will be, has its roots in the legal concept of building construction workers weak to break the law; in the blind pursuit of economic interests, the cause significant economic losses, have serious negative effects.

The innovation of cost control level. Construction project management and innovation, but also pay attention to cost control levels of innovation, first of all, the cost to build a sound internal management system, including the establishment of enterprises inside the building construction project manager. Level employees within three levels of cost control system, and to take effective measures to regulate the relationship between the three, construction project legal person at the heart of decision-making, the project manager is responsible for the general in charge of the project construction progress and quality. Work more aspects of economic accounting and project funds recycling; grassroots construction team is an important foundation of project management, only by constantly establish and improve cost management system of the Trinity, can effectively ensure that the entire project management role, and secondly, to strengthen the business goals cost aspects of management, enterprise product cost targets confirmed construction project and product prices are organically linked, and therefore, the cost of developing the business goals requires a combination of actual operation of enterprises, and expand the targeted measure should be based on job level The direct cost. Different levels of expenses and management fees and other indirect costs for evaluation, and then again to determine the cost of each project in accordance with business objectives related costs can be calculated from the actual market acceptance of the costs associated with instructions.

The innovation of system. First, the contractor evaluation mechanism should be innovative projects, will continue to refine responsibility assessment index, the index should be the construction schedule, safety, material and equipment management, personnel management, cost control, all integrated into the contract evaluation mechanisms in the past. In addition, it should develop a reasonable assessment of the scientific assessment of quantitative criteria, so as to effectively realize the sense of responsibility of the project leader and other relevant personnel. Secondly, it should be innovative risk mortgage mechanisms. Currently, some construction companies built up a

"self-financing, self-management, self-financing" management system, the project manager by a certain percentage of the project value, took a greater number of risk mortgage payments, the full responsibility for the project business, profit rewards, loss is severe punishment, and gradually built up a "responsibility, risks, rights, interests" coordinated project management, thus effectively reversing the traditional project contract does not include loss of problem. From the current development of China's construction market point of view, the risk of mortgage mechanism increasingly plays its positive role [5].

Update the concept and conversion mechanism. Facilitate management personnel to establish the market, competition, efficiency ideas. Clear economic impact plan, from the body. The establishment of the Department of Market contract, construction management, engineering technology, marketing contract department collection contract management, project management, property management, cost management and billing management in one. Enhanced control functions of contract management. Overcome contract management and financial management, cost control, phase out the drawbacks, construction management unit given its on-site construction progress, technology, quality, security, resource allocation, cost control, organization and implementation of comprehensive and coordinated management functions under contract constraints. Conducive to the formation site construction management and contract management, cost management coordinated management mechanism. Solve the heavy schedule on-site dispatch persistent, light management. Change the "tube dry matter calculation, tube count regardless dry" situation. Raise the level of civilized construction and economic efficiency of enterprises. Engineering department to accommodate new engineering technology, new equipment, new materials and new technology needs.

Conclusion

In short, innovation is the progressive power of construction enterprises and construction enterprises should fully realize the necessity of construction project management innovation, to take the project management concept innovation, project management responsibility system innovation, personnel management innovation other innovation strategies. The construction enterprise project management framework should continue to improve, and effectively improve the comprehensive management level to lay a good foundation for future construction enterprises sustained, stable and healthy development.

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