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Original Paper

Research on How a Project Owner Plays the Role of Resource Integration in the Project Management

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Abstract

In the modern project management, a project owner is the center of all aspects of the resource in the contact position. Therefore, the responsibility of the project of resource integration is inevitably dominated by the project owner. To understand the responsibility is the key to improve the level of project development in all aspects. It is also a good way to improve the level of overall quality and the efficiency of project management. In this paper it is mainly analyzed that the necessity of resource integration of a project owner, so as to explain how a project owner plays the role of resource integration in the project management.

Keywords

project management, project owner, resource integration

1. Introduction

The management of project construction is omnidirectional, important and also special. The successful management of construction project can not only have good economic benefits to the enterprise, but also have good social benefits to the country. If an enterprise wants more efficient project management, good resource integration must be required. Resource integration in project management refers that the project owner identifies and selects the resource which is from different sources, different levels and different structures and make it organized, systematic and valuable. And then the resource with different personalities can be integrated into more largely functional one.

2. The Necessity of Resource Integration in the Project Management

Project development includes project owner, supervisor, material supplier, general contractor, subcontractor, government supervision, enterprises and other relevant departments. Among them, the

resource and information contacted by the project owner are the most comprehensive and specific. If an enterprise wants to improve the level of project management, the primary problem is to treat the project owner as the key subject of project management.

The resource integration in project management is an important means for project investors to carry out capital operation and it is also the daily work of the operation and management of various construction enterprises. Integration is to optimize the allocation of resources and make the best choice among the resource which includes human, material, information and environmental condition, thus to obtain the overall optimal. Resource integration is also to optimize configuration of decision-making and reconfigure the related resource according to the development strategy and demand of market of construction enterprises. And then the core competitiveness of a construction enterprise can be highlighted so that the construction enterprise can seek the best combining site between the allocation of resource and the demand of customers. Above all, the purpose of resource integration is to enhance the competitive advantage of construction enterprises and improve the service level through organizational arrangement and efficient coordination.

3. The Role of Resource Integration which Is Played by a Project Owner in the Project Management

3.1 Strengthen the Integration Level of Technology Application

The approval of a project is based on the knowledge of requirement. And then the project owner will make sure how to design, how to embody the characteristics of the project and what special technologies can be used. Generally speaking, a project must be analyzed through the feasibility study before started. And in the feasibility study one of the important content is to combine what technologies and create what kind of trait so as to reflect the difference and show the value. Therefore, a project owner will collect technical data and suppliers' information to carry out technical and economic feasibility analysis and evaluate the overall value. Especially in today's low-carbon environment, it is the most popular resource integration for the project owner to use the new technology about energy-saving measures to meet the overall interests of people.

3.2 Strengthen the Integration Level of Material Resource

Generally, the price of material accounts for 50%~60% of the cost of a project. Therefore, the integration of material resource is also very important. That is to spend the least amount of money and to buy the best things. Good consultation with material suppliers can not only guarantee the need of procurement, but also provide strong support for the bidding and tendering of the project.

3.3 Strengthen the Integration Level of Human Resource

Strengthening the management of human resource is an important aspect in the management field today. A good team can not only save money, but also guarantee the construction period, the quality and the reputation. It is the common understanding of the advanced enterprises to set up the talent database of the enterprise and build the professional platform for talent resource. It can effectively improve the

efficiency and technical level of project management in a timely manner. This is especially important to the project owner.

3.4 Strengthen the Integration Level of Information Resource

With the advent of the era of information network, the amount of information which people acquired increase dramatically and the velocity of information flow becomes faster and faster. In the modern project management it is very important to communicate timely with partners. In the actual project management, project construction is a relatively long-term process. Therefore, it is particularly important that information is transmitted effectively between all the participating parties. The IT system itself is an effective technology means to integrate customer resource and capability resource. Through the IT system the useful information can be exchanged. So if a project owner establishes an information platform for every project stakeholder, the efficiency of project management can be significantly improved.

3.5 Strengthen the Ability of Organization and Coordination

The management of construction project is multi-department, professional and comprehensive. It includes not only the production management in the construction process, but also the management content of technology, quality, material, plan, safety and other aspects. Therefore, the project owner should establish a special coordination system and organize the meetings for coordination regularly to solve the problems in construction. For more complex parts, the project owner should organize special meetings to make each party clarify the sequence of construction and the responsibilities further.

3.6 Strengthen the Contract Management

The contract of construction means that the contracting parties clear the responsibilities, rights and the relation of obligation for the realization of the construction project. The contract of construction is the proof of the engineering construction. It can have an influence on the quality, progress and investment of the project. It is also a very important legal document which can guarantee that the engineering construction will go on smoothly. The contract management is playing a more and more important role in the process of a project. A project owner can regulate the internal functions of the management institutions and carry out relevant work through the decomposition of the responsibility contract management.

4. Conclusion

The project management of construction is an applied science. It reflects the objective laws of project operation and project management. It is summarized from the research on the basis of practice and used to guide practice at the same time. Project owners should trial and error in the project practice and play a good role of resource integration to create a road to the success of the project management to promote the stable development of enterprises, society and economic benefits.

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