Impact of the external environment on the development of enterprises in the investment and construction complex in the housing market

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Abstract. The article discusses the main aspects of the influence of the external environment on the development of enterprises in the investment and construction complex. Currently, enterprises are forced to increase their efficiency, taking into account the development of investment processes aimed at eliminating imbalances in the real estate market. Three groups of features are presented that determine the nature of the activities of ISC enterprises: territorial, sectoral and socio-economic. Taking into account all these features will make it possible to establish the degree of compliance of the internal environment of enterprises with the external conditions of their activities and to link the interests of all participants in the housing market in a rational combination of them with each other. These features determine the nature of the emergence of various groups of factors of the external and internal environment. The solution of this problem should be carried out through the development of new theoretical and methodological approaches to solving the problem.

Keywords: external environment, investment and construction complex, enterprises, construction, features of functioning, external and internal factors, increase in efficiency of activity.

1 Introduction

Currently, there are many features and processes that lead to changes in the external environment, so it is so important to develop new theoretical and methodological approaches to solving the problem of increasing the efficiency of the investment and construction complex (ICC) enterprises in the housing market. This will ensure the maximum commissioning of real estate objects and will allow determining their required potential based on the synchronization of the interests of the producer and consumer.

2 Problem identification and research

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In modern conditions, one of the main problems in the development of enterprises of the investment and construction complex are:

- lack of a clear organizational and economic mechanism for ensuring operations in the real estate market;
- insufficiently complete and reliable information support of the market functioning;
- insufficient degree of involvement in the legal economic turnover, which leads to low efficiency in the use of this important strategic resource;
- absolute non-adaptation of the real estate operation system to market relations, since there are no competitive principles in this system [1].

To solve emerging problems, it is necessary to develop practical and methodological measures and recommendations that take into account the specific features of the development of investment processes and are aimed at eliminating imbalances in the real estate market. This will ensure the rational distribution of investment resources, increase the efficiency of the use of investments and ensure the economic development of not only the real estate market, but also the country's economy as a whole.

3 Results

A review of theoretical sources and practical developments, as well as experience in studying the influence of the external and internal environment on the efficiency of enterprises in the investment and construction complex, as well as the study of various features that affect the activities of ISK enterprises, showed the need for research on the development of enterprises in the construction of objects on the market housing to improve the efficiency of their activities.

In improving the efficiency of a construction enterprise, the management of primary production links, such as construction sites, facilities, teams, is of great importance, and, therefore, it is objectively necessary to conduct a systematic, deep and comprehensive intra-production management analysis. It is required to improve the methodology of analysis and its practical approbation in the construction industry. The results of studying the activities of construction enterprises showed that the practice of management analysis lags far behind the theory [2].

In the difficult economic conditions of the present time, due to the difficult epidemiological situation in construction, the following changes have occurred [2]:

- the volume of housing being built has decreased;
- science and knowledge-intensive production are in decline;
- Plants and factories are idle or stopped working;
- unemployment increases;
- completely stopped the growth and renewal of the production apparatus;
- 70% of the population live below the real subsistence level.

Thus, economic relations between producer and consumer play a huge role in the life of society. From the perfection of economic relations depends not only the development of the mode of production, but also the social balance in society, its stability. Their content is directly related to the solution of the problem of social justice, when each person and social group gets the opportunity to enjoy various kinds of social benefits, depending on the social usefulness of their activity, its necessity for other people, society, the state, in particular, for the realization of their economic interests.
Therefore, each manufacturer should strive to satisfy the needs of consumers as fully as possible. An analysis of the economic relations of a producer is impossible in isolation from the study of the economic interests of the subjects of relations, i.e. consumers [4,5].

In the current economic conditions in many regions, the ratio of enterprises operating as part of various parts of the regional ISC is disrupted. Violation of the ISC structure at the macro level is evidenced by the fact of the uneven development of certain territories of our country.

Solving the problem of forming an effective structure of a regional ISC will contribute to the effective functioning of the mechanism for regulating and intensifying investment activity not only in the region, but also at the country level.

In modern conditions of development, the features of the functioning of enterprises of the investment and construction complex form the conditions for the emergence of factors that determine the zones and situations in which they find themselves and which are influenced by factors of the external and internal environment. Taking into account the features and factors, the potential of ISC enterprises is formed.

Studies have shown that the features that determine the nature of the activities of ISC enterprises, on the one hand, can be divided into 3 groups (Table 1), each of which plays an important role in the formation of organizational and economic mechanisms (OEM) [6,7].

On the other hand, these features can be divided into two other groups, each of which plays an important role in the activities of enterprises and determines the specifics of the external and internal environment for their functioning and development in the housing market, namely:


<table>
<thead>
<tr>
<th>Industry features</th>
<th>Territorial features</th>
<th>Socio-economic features</th>
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<tbody>
<tr>
<td>Real investment growth rate</td>
<td>The dispersal of construction sites</td>
<td>Legal side of the issue</td>
</tr>
<tr>
<td>Plan for the development of cities and other settlements</td>
<td>Stationary nature of the final product</td>
<td>Object state</td>
</tr>
<tr>
<td>Mobile nature of work</td>
<td>Relief features</td>
<td>The social significance of the object</td>
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<tr>
<td>Lack of investment</td>
<td>Natural and climatic features</td>
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<td>Difficult economic conditions</td>
<td>Legal support</td>
<td>Terms and prices of housing under construction</td>
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<tr>
<td>A wide variety of production relations and working conditions in comparison with other branches of material production</td>
<td>Features of the area in terms of transport and the possibility of expanding communications and transport and economic ties</td>
<td>Demographic mobility (construction of real estate objects, taking into account the interest of consumers according to age, nationality)</td>
</tr>
<tr>
<td>Construction in the newly developed territories of the country requires a lot of preparation, significant material and time costs.</td>
<td>Capacities of construction and installation organizations, enterprises and farms of the material and technical base of construction</td>
<td>Demographic features (population size and density, birth rate)</td>
</tr>
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<td>Territorial dispersion of construction industry enterprises producing materials, products and structures</td>
<td>The specifics of the production process from the perspective of production factors</td>
<td></td>
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<td>Labor mobility</td>
<td>Resource capabilities of the company</td>
<td></td>
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<tr>
<td>A large number of participants in the construction process</td>
<td>High share of overheads in the cost</td>
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<tr>
<td>A large number of participants in the construction process</td>
<td>Formation of new production complexes</td>
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<tr>
<td>Internal environment</td>
<td>External environment</td>
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1. Features of the functioning of enterprises of the investment and construction complex (from the standpoint of the "consumer of the final product in the housing market"). These include: imperfection of tax policy; low quality of life; price fluctuations in the housing market; lack of reliability of information on the market; segmentation of real estate objects; the complexity of the mortgage lending system; decrease in purchasing power due to wage cuts, etc.

2. Features of the functioning of enterprises of the investment and construction complex (from the standpoint of a “manufacturer of final products in the housing market”): a decrease in purchase and sale transactions during a crisis; the need to invest large investments in real estate; rising prices for end products and resources; the need to ensure the required competition in the housing market; ensuring the necessary mobility of construction units; shortage of jobs, qualified personnel; uneven development of the housing market; decrease in the reliability of the
functioning of construction organizations; the complexity of the relief and natural and climatic features; the need to ensure the required customer focus; changes in the conditions of project financing (escrow accounts, federal, regional programs), etc. [11]

Given these features, an important point is the orientation of the entire potential of ISC enterprises to the consumer through their development directions in the housing market. The activity of enterprises is carried out on the basis of using the principles of in-line forms of organization of the production process, namely: rhythm, continuity, specialization, automation, direct flow, the main of which is specialization in the housing market.

These features determine the nature of the emergence of various groups of factors of the external and internal environment, which are formed both in the external and internal environment, determine the possibility of increasing their potential through the main directions of development, significantly affect the entire process of their development, allow enterprises to increase their potential to ensure the necessary stability and stability of their functioning in the housing market. This approach, on the one hand, increases the competitiveness of the enterprise itself, on the other hand, customer focus.

The authors proposed a classification that made it possible to distinguish the following main groups (table 2) [12,13]:

- in the external environment: economic, political, social, environmental, legal, investment;
- in the internal environment: technical, technological, investment, socio-economic, managerial, organizational.

Thus, developing all directions of development in the external and internal environment, enterprises find the zone where all of them are in a rational combination with each other in space and time, which is a necessary condition for reducing costs and increasing efficiency.
Table 2. The main groups of factors of the external and internal environment that affect the activities of ISC enterprises [14,15,16]

<table>
<thead>
<tr>
<th>External</th>
<th>Internal</th>
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<tbody>
<tr>
<td>Economic</td>
<td>Technical</td>
</tr>
<tr>
<td>GDP per capita, rub./person.</td>
<td>materials used; effective research and development;</td>
</tr>
<tr>
<td>consumer price index, %</td>
<td>high cost of building materials, products, structures;</td>
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<tr>
<td>economic activity of the population, %</td>
<td>strengthening the insolvency of customers of construction products.</td>
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<tr>
<td>unemployment , %</td>
<td>high growth of bank loans for the implementation of construction works</td>
</tr>
<tr>
<td>inflation (deflation)</td>
<td>sources and amounts of financing</td>
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</table>
4 Conclusion

As a result of the analysis of the influence of the external environment on the formation of the organizational and economic mechanism for the development of enterprises in the housing market, it was revealed that in modern conditions of development, the features of the functioning of enterprises of the investment and construction complex form the conditions for the emergence of factors that determine the zones and situations in which they find themselves and which they influence factors of external and internal environment. Taking into account the features and factors, the potential of ISC enterprises is formed.

Consequently, the implementation of the developed measures for the development of enterprises of the investment and construction complex should be carried out taking into account the territorial, sectoral and socio-economic characteristics of the activities of construction enterprises.

It has been established that the activity of enterprises of the investment and construction complex is characterized by the presence of a number of objective features that must be taken into account when functioning and developing them in the housing market. At the same time, these features are sectoral, territorial, investment and innovative in nature, and the first two groups will determine the processes of development of the housing market, and for enterprises they determine their external environment for functioning and development.

Other features characterize the specifics of the activities of enterprises in the housing market and describe their internal environment. Taking into account all these features makes it possible to establish the degree of compliance of the internal environment of enterprises with the external conditions of their activities and to link the interests of all participants in the housing market in a rational combination of them with each other.

References


