

All things considered, people expect a high standard of ethical behavior from business. Companies can reach these standards and improve ethical performance if the company's culture is based on sound ethical principles and open to dialogue about controversial ethical issues that disturb the public. The strongest and most successful corporate culture is one capable of harmonizing a company's economic values with the social and ethical values of other groups in environment.

BIM TECHNOLOGY IN PURCHASING MANAGEMENT IN CONSTRUCTION

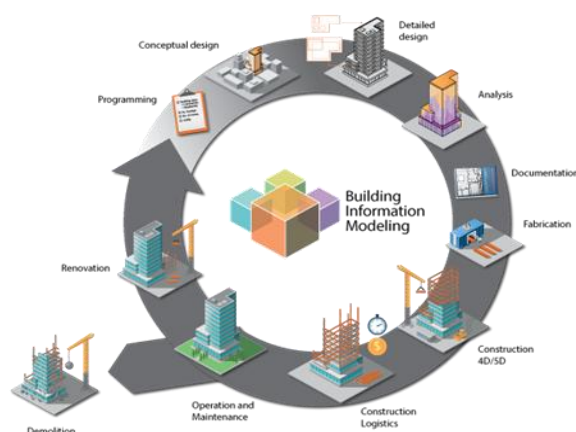
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Construction is one of the most conservative sectors of the economy. As 2000 years ago people used to build using their hands and some improvised tools, it is still happening now, with the exception that the tools have become ten times more technological.

Rapid changes, associated with the development of modern technologies are taking place today in our life. However, paper documentation is more commonly used in the construction. It leads to the fact that working with data in the building industry is more complicated than in other industries. Anyway, the domestic construction industry needs radical changes.

Lifecycle Management in any type of construction involves solving three basic problems: budgets, timelines and risks. And these main problems can be solved by the usage of BIM technology (Building Information Model).

In Belarus, BIM is defined as "information technology for modeling of industrial and civil objects." And the key word here - "information". That is, BIM allows you to sum up all the information about the object under construction [1].



This is a single model, in which experts of all specialties, starting from the architect to the price calculator are integrated. Building object is actually designed as a single unit, and any change of one argument results in an automatic change of others, back to the drawings, and the timetable.

Conducted by Russian experts research has shown that the applying of BIM for realization federal program "Housing" leads to savings that can allow the construction of 100 new schools [2].

An important aspect of BIM model is a responsible decision and willingness of all participants to work together. This principle has to be included in mandatory requires for tenders in the form of a contract. "ConsensusDocs" can be recalled as the analogue of such an agreement in the world practice. Thus, the main advantages of BIM are:

- reducing the time for designing and costs for project;
- increased productivity through easement of obtaining information,
- accessibility of information about manufacturers of materials, quantitative specifications for the evaluation and tendering.

The commercial effect primarily lies on the reasonable cost of construction, because any change in the project is reflected in the estimates. BIM operatively shows an error inflating the cost of construction. There is no need for "stock", which is considered in outlay to be enough "for all."

References:

1. The Ministry of Construction in Belarus chooses Building Information Model [Electronic resource]. – 2017. – Access: <http://rcmm.ru/tehnika-i-tehnologii/22401-pochemu-minstroy-predpochel-bim-tehnologii.html> – Access date: 14.02.2017
2. Information modeling in the construction industry [Electronic resource]. – 2017. – Access: <http://ais.by/article/informacionnoe-modelirovanie> – Access date: 16.02.2017