

TITLE OF MASTER THESIS

The Usefulness of Social Networks in Construction Industry

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ACADEMIC YEAR

2015 - 2016

ABSTRACT

The present thesis belongs to the general category of modern project management methods and more specifically in the Utilization of Information on Project Management. Man as a social being is always looking for ways and channels to communicate and converse with his fellows. Modern means of communication are driven in parallel with technology. The same applies to enterprises, since they are run by people, and by extension to the Companies. Social networks are now part of the life of each of us. Any exchange of information, and knowledge, creates a network and each of us is part of the network. In a project executed by an engineering company or a partnership of companies, contribute different specialties of engineers, technicians, foremen, workers, economists, administrators and other employees. They certainly cannot be physically present at all sites maintained by any company in the world, but their knowledge and experience is important to everyone, especially that of qualified staff, engineers and technicians. So everyone will "look" for them to provide solutions to any problems arising during the implementation of projects. All these specialists should be under a communication umbrella, and be members of a network to communicate and exchange their knowledge and ideas in business. The social networks that exist and which are available 24 hours a day anywhere in the world can contribute to this.

KEYWORDS

Social networks; Construction industry.