MANAGEMENT CONTROL SYSTEMS (CONTROLLING) IN INTERNATIONAL REAL ESTATE MANAGEMENT GROUPS

RESEARCH QUESTION:
Is controlling a suitable instrument for an international real estate management company?

OBJECTIVES:
The paper intends to analyse the concepts of real estate controlling, especially in the German-speaking context.

STRUCTURE OF THE PAPER:
1. Requirements and problems of the real estate industry
2. Delineation and discussion of the existing controlling concepts
3. Limits and potentials of controlling in the context of real estate
4. Discussion where the existing concepts should be adjusted to the special needs of the real estate industry

METHODOLOGY:
Literature review and content analysis

REAL ESTATE CONTROLLING:
Instruments and methods to secure the rationality of the management

RATIONALITY AT RISK:
Complexity of the environment

FURTHER RESEARCH:
Possible directions and practice relevance?

information overload
complex portfolio structures
isolated applications
deficiency of communication and trust
questionable data quality
organisational structure
heterogeneity of buildings and portfolios
green buildings and environmental issues
risks
rocky future
rapidly changing circumstances
increasing information needs
investment decisions
intransparent markets
inefficient reporting
HELP!

crisis