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UDC 69.003**FEATURES AND ADVANTAGES OF CONSTRUCTION
OUTSOURCING SERVICES**

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In modern times, outsourcing in the construction industry is the process of transferring a specific part of the repetitive internal tasks or activities of a construction company through a defined agreement with an external contractor or service provider. A relationship based on a commercial relationship is created between the service provider and the construction company, not only for the purchase of services or raw materials, as well as standardized services or goods, but also for the business environment inherent in outsourcing, strategic partnership, better achievement of quality standards and includes a flexible and powerful communication strategy to perform the assigned work on time of the predetermined evaluations and activities [3, p. 407]. As part of this, outsourcing should not be seen as the main means of entering new markets using market advancement methods or channels.

In general, different types of outsourcing are distinguished in various scientific and practical publications, and they are as follows:

- application of information technologies;
- management of business processes;
- preparation of projects;
- outsourcing of construction, etc.

Outsourcing of the above processes is not only related to the development of service provision, application of equipment or data storage, but in general, it is the transfer of the elimination of deficiencies and the solution of problems to the outsourcer [1, p. 276]. It should be noted that service providers may not have a leading position in the core business of the construction company. When using outsourcing, a construction company gives some or all of the construction processes to another company, that is, it includes:

- outsourcing of the main construction;
- outsourcing of auxiliary processes.

These points allow the construction company to reduce the cost of products, increase their quality and reliability. The company itself focuses on the sale of existing products and the development of new types of them.

The purposes of using the services of outsourcing companies in the construction process are as follows [2, p. 1045]:

- to determine the effect of the use of electricity supply services on the general activity of the company;
- to assess the role of heating and ventilation services in the general activity of the company;
- to learn the features of control of outsourcing services on organizational issues;
- to investigate the impact of the outsourcing of preliminary construction work on the income of the construction company;
- to reveal new directions for improving the application of outsourcing in the construction process.

The characteristics of the construction industry are that, in addition to high qualifications in terms of personnel, a large part of the personal time and energy of employees is required from the technical customer during the construction, reconstruction and overhaul of facilities. The solution to this problem can be found in outsourcing some functions of the company's employees to a third-party organization that has the necessary experience, qualified personnel and other necessary resources. This company, which usually has a special specialization, is called an outsourcing company. So,

to sum it up, outsourcing in construction is the decision of a construction company to transfer the execution of the project to another company on the basis of a contract and for a long time, using the resources of others. This includes the temporary transfer of certain functions, business processes, as well as construction sites in order to reduce the duration of construction, reconstruction and overhaul of buildings and other infrastructure objects, as well as to increase their quality. At this time, the main potential of the party transferring the services and all the efforts of its employees will be directed to the fulfillment of the main tasks [4, p. 456]. At the construction company level, outsourcing should be viewed as a microeconomic factor.

The deepening of the division of labor and specialization in our country is one of the main aspects noticeable in the development process. If outsourcing is considered as one of the manifestations of this trend, then it can be noted that through the interaction of companies at the level of business processes, outsourcing integrates enterprises of different countries, industries and fields of activity into a single economic space.

In order to increase the competitiveness of the country's economy in certain periods of economic decline and in the context of foreign economic fluctuations in the oil and gas market, it is required to modernize the structures that occupy a position in the construction industry. Increasing the level of development of construction companies is possible only with the active implementation of scientific and technical progress and the latest production technologies in the construction process.

The advantage of outsourcing over subcontracting, which is more commonly used in the construction sector, is manifested in many directions. Thus, risk acceptance and the quality of business processes are based on the responsibility of the outsourcing company. An important issue is to determine the reasons for the need for outsourcing and to determine the appropriateness criteria for using outsourcing. The solution of this issue is carried out in several stages. In order to determine the reasons for the need for outsourcing, it is appropriate to determine the importance of each component of the construction process in relation to:

- the complexity of implementation in the construction process;
- high cost of construction;
- availability of corporate resources.

The reason why companies prefer outsourcing in the construction process can be considered to be the decrease in the efficiency of management decision-making in the company and the lack of adequate

control [5, p. 127]. The use of outsourcing at the next stage is justified by the following:

- the impossibility of achieving the required level of high quality and cost reduction;

- short-term need for limited resources and equipment;

- commitment to attracting highly qualified workforce.

Summarizing the characteristics of construction companies, it can be noted that technological changes are happening rapidly. This is the main reason for adopting the outsourcing approach. Outsourcing provides client companies with advantages related to new technology, the service provider or the outsourced company can have access to specific modern technology. Reducing the risk of technical obsolescence in the construction sector and their electrical, civil and other engineering work is another important reason for outsourcing. In order to continue to operate as a competitive market participant, any business's continued presence in the corporate environment depends on having highly qualified employees. An important component of human resource management is training and development. It not only develops skills and knowledge in employees but also prevents loss of previous knowledge and skills of employees by adapting to improved and new technologies.

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