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TITLE OF DIPLOMA THESIS:

The Outsourcing and the Offshoring as an employment opportunity of the Greek civil engineer and growth prospect of the country

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ABSTRACT

The economic crisis has led to the slowdown of the construction industry in Greece. The subsequent unemployment and lack of perspective are the main problems of a civil engineer today. The outsourcing is a chance for Greek civil engineers, in order to attract engineering services. The outsourcing is common practice for large companies abroad in the services sector for different reasons. Outsourcing represents a market which grows really fast. The choice about the destination of outsourcing is based on a plethora of factors, in contrast to the past where the only measure was the cost reduction. In this thesis an attempt is made to prove the competitive advantage of Greek civil engineers and the attractiveness of the country as a location to offshore civil engineering services. This attempt is based on a strategic planning framework and the development of a business plan for a hypothetical company which is seeking to attract business through outsourcing. The final outcome is the proof of the feasibility and the viability of such an attempt even by capturing a small part of the whole market. This fact is probably the first step towards a future exploitation of the opportunity in the sector of civil engineering and also a base for investigating the application to other service sectors in order to make Greece a preferable location for offshoring, resulting to the creation of new jobs and contributing to the future growth of the country.

KEYWORDS

Outsourcing, Offshoring, Civil engineering services, Strategic Planning, Business Plan, Competitive advantage, Attractiveness of offshoring location