

# 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?



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