

Transformation of Enterprises Bidding Management Based on Electronic Bidding

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Abstract. Electronic bidding which can improve the bidding work efficiency, reduce the bidding costs, while better ensure "outstanding enterprise" win the bid, has already got the bidding related parties recognition. But the electronic bidding as an extended and groped management means, still has many problems to solve during application process. Tendering Co. should summarize the advantages and disadvantages of traditional bidding, and in the process of exploring electronic bidding should design reasonable electronic bidding system and business management process, in order to achieve the purpose of foster strengths and circumvent weaknesses of traditional bidding.

Keywords: electronic bidding; enterprise; management changes

1. Foreword

Bidding as one kind of business pattern, include the open tender mainly and invite the tender two kinds of way. The traditional bidding programs include invitation for bids, bidding, bid opening, bid evaluation, picketage, and so on, involves many parties, such as the bidding, regulators had, the agent etc., at the same time rules and regulations are miscellaneous and trivial, operation technological process is complicated, procurement cycles is long, bidding cost is high, and most of the work of traditional bidding is operated by a manpower, files is handwritten, low degree of electronic[1].

Electronic bidding basing on network technology, The traditional bidding procedures such as invitation for bids, bidding, bid opening, bid evaluation, contract and other business process all digital, network, and highly integrated new bidding mode, also with the database management, information analysis, and so on, is a real sense of the whole flow, all-round, paperless creative purchase transaction mode.

Electronic bidding can very good prevent existing in the traditional bidding earmarking, corruption behavior, improving efficiency, saving the bidding and bid costs, so that has gained recognition and application. At ShenZhen special zone founded 30 anniversary, the housing and construction bureau, ShenZhen developed a new bidding mode - electronic bidding system, which fully opened a long-range electronic bidding era. 2009, the government of MianYang, SiChuan, China, in post-disaster reconstruction process, had introduced electronic bidding system, referencing experience of ShenZhen. By 2010, September 10, the system had been applied successfully implement electronic bid assessment of 150 projects, controlling total 12.08 billion RMB, Price-marks, average rate of 14.65% widened, saving investment 1.72 billion RMB, which not only saved the investment, but also guided bidder reasonable competition.

Electronic bidding as a being explored new management means, no mature model, standardized processes and unified bidding system software, which still needs bidding related enterprises actively explore and innovate how to foster strengths the advantages and circumvent weaknesses of traditional bidding mode.

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2. Compared Advantages and Disadvantages of Electronic Bidding with the Traditional Bidding Type

2.1 Advantages of Electronic Bidding

First, it can prevent corruption, because electronic bidding platform is transparency and open, it can effectively avoid bidding process earmarking, corruption, etc. The invitation for bids, announcement, publishing, alteration, evaluation results of using electronic bidding project will be posted on a web site, so the bidding behavior should be jointly supervised by competent authorities, bidders, the tenderer, so such as earmarking, corruption behavior will have no hiding place.

Second, it is efficient, quick. During bidding process, many documents and materials are required to be submitted for examination and approval, through electronic bidding platform, the competent authority may examine and approve online in time, which shorts the project bidding cycle time and reduces the bidding operation cost.

Third, it can save costs of Bidder. Electronic bidding reducing the transportation, material production cost etc. of Bidder, is an energy conservation project.

Fourth, it effectively reduces the bidders meeting, prevents them "ventilation", and thus largely to eliminate the bidder or between the bidder and the biddee mutual colluding diddle bidders to win the bidding.

2.2 Shortcomings of Electronic Bidding

First, there may be a requirement for software system updates. Electronic bidding needs use standardization bidding system, so more higher the informationization level requirement of bidders, biddee enterprise and agencies. In electronic bidding related enterprise, software system updates and talent are put forward new requirements, which will put forward difficult to bidding related enterprise, so which promotion is difficulty.

Second, the information security is risky. Electronic information relies on online operating system realization, but network and computer information security is difficulty safeguarded. Information leakage can lead to unfair competition, cannot ensure open, fair bidding.

3. The Request of Electronic Bidding on Bidding Enterprise

3.1 Management Process

Bidding enterprise needs to perfect for BPR, including the traditional bidding process to electronic bidding process of transformation, and OA process changed, etc.

3.2 Informationization Management

Bidding enterprise have electronic bidding on-line bid platform, had better have an independent electronic bidding system to satisfy the on-line invitation to bid, bidding, bid opening, bid evaluation and supervision, and so on. The system has obligate interface for the procuratorial agency, regulatory agencies, and good compatibility, can easily imported bidders information and will not require related enterprise software system thoroughly update.

3.3 Talent Structure

Bidding enterprise increasing the informationization management personnel, while improving computer operation level of the bidding enterprise bidding posts, competent leadership and supervisory personnel.

3.4 Standardized Management

Base on electronic bidding, the bidding enterprise is placed in a public review platform, once any mistake, especially unfair bidding and corruption happens, will give damage the bidding enterprise image.

3.5 Risk Management

Bidding enterprise needs enhancing risk management, not only eluding traditional bidding faults ,but also controlling risk.

4. Bidding Management Transformation of Enterprises Based on Electronic Bidding

4.1 Change of Bidding Process

First, from the traditional pre-qualification gets into post qualification. Electronic bidding can eliminate the bidders or between the bidders and the biddee mutual colluding diddle bidders to win the bidding, because during electronic bidding,the bidding enterprise, a procuratorial agency, bidder and biddee do not meet each other, therefore, they don't know who is in charge of rent-seeking, also don't know who to bid, therefore not easy to mutual colluding diddle bidders to win the bidding.

Second, some jobs go up to the process of invitation for bids, in bidding announcement, bidders' qualifications setting strictly, detailly, preventing the bidders being the good and bad intermingled, not conducive to follow-up electronic bid evaluation and selection.

Third, Bidding enterprise no longer organizes site exploration , bidder proposes motion to reconnoiter, if they has any question can held on-line question-answering, which can avoid the bidder to meet and mutually ventilate, preventing the bidders mutual colluding diddle bidders to win the bidding.

Fourth, there are no on site, centralized q&a, all issues take online, innominate, one-to-one, monitored question-answering. The violators will be disqualified his qualifications to avoid bribery.

Fifth, Bidding enterprise as far as tries not to adopt on-the-spot, concentrated, face-to-face type of the bid assessment method. The commercial tender should be assessed by computer, to reduce the judges the subjectivity of the influence. During evaluating technical tender document, the judges each other not meeting, in monitoring office, on-line independently bid assessment, to avoid the judges mutual influence and darkroom operations [2].

Sixth, the large amount, standardized equipment procurement can also take online public bidding calibration method.

Seventh, experienced electronic bid assessment, if the bidder fraction is similar, and the number of bidders is more, so that it is difficult to determine the bid-winning unit ,draw calibration can be adopted[3] .

Eighth, bidders submit registration, materials and bidding all online, at the same time bidder and biddee couldn't meet and telephone to avoid bribery.

4.2 Change of Bidding Norms

First, bidders eligibility requirements in invitation for bids must be clear, and threshold is moderate, in order that accord with the requirement of the bidder not too little or too much.

Second, bidding documents pertaining to the bidder identification information prohibit appear, only appearing with code form.

Third, electronic format of bidding documents not only should be helpful for electronic data to be imported platform, but also doesn't bring bidding enterprise difficult.

4.3 Information Management Changes of Bidding Enterprises

First, the software system must have unified open standard interface, so the bidders cope with the electronic bidding input costs not too much, otherwise it will discourage of the bidders enthusiasm, short of electronic bidding effect.

Second, set up a set of complete and feasible electronic fixed tender, evaluation rules, measures. Fixed tender, requires the system can accurately identify the key content of electronic tender, recognition error, identify invalid tender. The bid assessment criterion should set corresponding computational algorithms of score structure, scoring criteria, so that computer can generate scientific and accurate bid evaluating results[4] .

Third, in information system, the permissions of identity need to be set strictly to ensure information security. Especially bid enterprise information, tender, mark-bottom information should be made according to level decentralization custody and review.

4.4 Change of Enterprise Management Mode

First, bidding enterprise needs to change ideology. Ever, the leader be used to putting all bidding relevant information and rights in their hands firmly, because it is a symbol of interests. Base on electronic bidding, all operation is routing management, which requires decentralization.

Second, managers must be used to information management. In China, most corporate leaders like watching paper document, but electronic bidding calls for doing all on the computers, accordingly, base on electronic bidding, bidding enterprise need to improve computer operation level of leadership, train their non-paper office good habits.

Third, bidding enterprise needs to change the traditional management style of taking care of relative into "no one." Traditionally, bidding enterprise has a lot of customers to take care of, which seriously affects the calibration, basing on electronic bidding, all bid assessment by computer, so, it is computers rather than people decide, which can't take care of the relation.

5. Conclusion

Based on electronic bidding, bidding enterprise bidding management shall recognize electronic bidding development trend, understand electronic bidding bring the influence and the new requirements to themselves, held necessary change from bidding process, bidding management system, enterprise's information management and enterprise management style convenient, in order to better use electronic bidding advantages, and obtain good bidding benefits base on electronic bidding of lans.

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