Background

Despite the wide range of technologies involved, the construction industry still relies heavily on one old-fashioned component: the human. The clients, managers, designers, investors, and a whole host of other stakeholders are all involved in a crucial series of relationships that are just as important to project success as technical know-how. As construction projects become increasingly international as well as interdisciplinary, the risk and cost of disharmonious working grows ever larger. The growth of IT and the increased reliance on large mergers and joint-ventures have created new problems, which require a new set of solutions.

Research and Publication

Recent research has generated profound insights into international differences in business culture. This new work presents up-to-date theory and practical guidance, identifying situations in which cultural differences present challenges. A focus on "critical incidents", demonstrated in a range of case studies will help readers to foresee such situations in their own projects and processes, and so improve strategic and operational decision-making in construction collaborations. Detailed examples are taken from the Netherlands, Germany, Poland, Turkey, the UAE, and China, to explore a variety of problems in very different economic and cultural surroundings.

A range of professionals (contractors, developers, investors, architects, engineers, governments, public/private clients) will find this book highly valuable, as will researchers and students.

Contents

The book gives answers on many questions on how to deal with culture’s influence during construction- and development-processes. It gives a clear analysis of actual theories and backgrounds. This section describes in detail several of the latest actual theories and
backgrounds, illustrating it with useful diagrams and figures. Parallel to that, it is added with a large selection of several practical case-studies from e.g. The Netherlands, Poland, Turkey, United Arab Emirates and China. These case-studies altogether are more or less based on ‘snap-shots’ from total construction-processes, focusing on the so-called ‘critical incidents’. This, because the authors explain that during such critical incidents the parties involved really show their behaviour; this especially, because on such moments there is no real chance to ‘hide’ because of the risks, etc. These cases are selected from several phases of the total construction-process, e.g. design-phase, tendering-phase, development-phase, construction-phase, building-materials-export-phase, etc. The case-study section ends with a clear selected definition of lessons learned, being useful and challenging ‘food for thoughts’ for professional practitioners/managers, academics/researchers and students.

The book contains the following chapters:

- Introduction
- The construction industry, a globalizing business: A short overview of trends in the market
- Culture’s influence in construction: A short overview of theories
- 6 Case-studies: Netherlands, Germany, Poland, Turkey, UAE, China
- Lessons learnt & recommendations
- A future-vision: Taking-up the challenge

Outlook

The book ends with an outlook, in which actual and foreseen future developments within construction industry and it’s influencing surrounding business-environments are described and analyzed. How do for example nowadays globalization and information technology developments in particular influence the actual and future construction and development businesses? What does the growing use of social media and internet mean for existing and changing business (group)-cultures? Etc.

It concludes with the assumption that, overlooking all these issues and experiences, the culture-topic still sees a challenging time to come, and is foreseen to play indeed a growing role within the (changing) construction industry. Not to give just ‘the’ solution, but merely to give serious ‘food for thoughts’, so that those interested can indeed make their own ‘recipe’ for improving the construction industry, experiencing that ‘the proof of the pudding is in the eating’. And thus to be able to answer positively the question from TG23’s workshop in 2001: ‘Culture in Construction: Really a Part of the Deal!'

Authors

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Availability, Price and Discount

This book is to be published by Taylor & Francis on 27th July 2011 as a hardcover with 224 pages. The price of this publication is £ 65. To order the book visit the publisher’s website here.

CIB members will receive a special 20% discount when they buy this book through the T&F website, before the end 2011. At purchasing options: press Add to Cart, then use the Discount Code “CIB0010”.

As from January 2012 the regular discount will be 10%.

Additional Information

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You can find more information on the activities of CIB W112 in the CIB online Database “Commissions”: see here. In the shown search engine type “W112” in the field “Commission number” and press “Find Records”.

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