

# Call for Papers

**33<sup>rd</sup> Conference and Annual General Meeting**

**Fitzwilliam College, Cambridge  
4–6 September 2017**

## General Theme

**Brutally Innovative Construction**

## Important Dates

Submission of Abstract	23:59hrs GMT on Friday 13 January 2017
Notification of acceptance of abstract	Monday 20 February 2017
Submission of first draft of paper	23:59hrs GMT on Friday 7 April 2017
Refereeing decision	Friday 19 May 2017
Submission of final paper	23:59hrs GMT on Saturday 1st July 2017



ASSOCIATION OF RESEARCHERS IN  
CONSTRUCTION MANAGEMENT

ARCOM returns to Cambridge in 2017, a city famous for discovery and innovation. ARCOM 2017 will be hosted on the grounds of Fitzwilliam College, renowned for several award-winning buildings including the auditorium where the plenary sessions for the conference will take place. Fitzwilliam College is also notable for being one of the earliest educational buildings that British architect Sir Denys Lasdun designed. Lasdun is known for his contribution to brutalist architecture in Britain. Given this backdrop, we seek to facilitate conversations about Brutally Innovative Construction in ARCOM 2017. We call for papers that address this general theme and respond to the following questions and tracks overleaf:

- Brutalism is paradoxical; it symbolises ambition on the one hand, while being uncompromising on the other in its beastly manifestations. As the construction industry moves towards the digital age with developments like building information modelling (BIM), Big Data and the Internet of Things, what lessons can be learnt from the brutalist movement? Who gains and who loses in forging ahead?
- The construction industry has often been criticised for its poor performance in innovation. Such criticisms brutally ignore pockets of innovative practices in construction that are often hidden from official measures. What and how can the academic research community do to capture the realities of innovation in the sector, visible and less visible?
- Few can deny that innovators set out with good intentions. At the same time, innovation can also bring about unintended consequences. What are the intended and unintended consequences – both positive and negative – of brutal innovations in construction? How can researchers study the intended and the unintended consequences of innovation in construction? What novel methods can be used to study the intended and unintended consequences?
- There are a number of currents that have gained popularity in the field of innovation studies, including inter alia Clay Christensen's disruptive innovation and Henry Chesbrough's open innovation. Are these fads or phenomena? What theories of innovation can (should) translate, apply to, disrupt and endure in construction with brute force?
- There is an overwhelming managerial discourse that permeates across innovation studies in construction. What are the alternative narratives that might help bring out the full extent of brutally innovative construction?

## General Track

The aim of the ARCOM conference is to explore current advances in construction management research. We welcome research papers that report work-in-progress. In particular, we invite papers which demonstrate innovation and insight, have well-defined research aims and objectives, and discuss research strategy and methodological issues. Papers must not have been published previously nor be under consideration for publication elsewhere. In the general track we invite contributions around the following topics, and encourage authors to connect their work with the central theme of the conference – Brutally Innovative Construction.

- Building information modelling
- Equality and diversity
- Human resources management
- Information management
- Infrastructure development
- Offsite construction
- Planning, productivity and quality
- Research and education
- Sustainability in the built environment
- Disaster management
- Construction design and technology
- Health, safety and well-being
- Law and contracts
- Project management

## Submission of Abstracts and Keywords

Please submit your abstract of around 300 words and include up to 5 keywords on-line via the MyARCOM portal where you can also select your preferred thematic track (see overleaf). Abstracts will be sent to two referees. Only the authors of abstracts that pass this peer-review process will be invited to submit full papers. The deadline for the submission of abstracts is **23:59hrs GMT on Friday 13 January 2017**. Full papers must not exceed 10 sides of A4 and should adhere to the ARCOM paper template, which is available for download at [www.arcom.ac.uk](http://www.arcom.ac.uk). Each paper will be reviewed by two members of the scientific committee. If the paper is accepted its authors will be invited to present the paper at the conference. At least one of the authors must be able attend the conference.

### **Track 1: Service Innovation and Value Co-creation (Leads: Hedley Smyth and Kamran Razmdoost)**

We build on existing knowledge on the value co-creation and service literature to understand innovative processes and performances in construction. We seek papers that address how innovation occurs in service exchanges, the relationship between value co-creation and service innovation, and the evolution of innovation in service ecosystems.

### **Track 2: The Road to Hell? Corporate Social Responsibility (CSR), Good Intentions and Unintended Consequences (Lead: Fred Sherratt)**

Considerations of corporate power, control and commodification of organisational activities through CSR are often downplayed. We seek to bring together theoretical and empirical work around CSR, to stimulate a critical debate in this area, and explore the unintended consequences of the desires for demonstrable corporate citizenship.

### **Track 3: Novel Research Methods of Identifying Brutally Ignored Innovation in Construction (Lead: Sittimont Kanjanabootra)**

We welcome contributions on the development of novel and alternative ways to access practitioner perspectives and experiences of innovation in construction, the creation and adoption of innovative practices, and the interrelations between innovation and professional practice.

### **Track 4: Institutional Environment and Institutional Logics of Innovation in Construction (Leads: Andrea Jia and Chrissi McCarthy)**

Underpinning 'big bang' innovations lie the power of institutional logics that direct decision-making across various levels. We seek in this track to question innovation from an institutional logics perspective, and examine how these logics influence professional identity and development, and new ways of working between public and private sectors.

### **Track 5: Social Procurement: Innovation in the Social Realm (Leads: Martin Loosemore, Ani Raidén and Andrew King)**

There is currently limited understanding of what 'social value' and 'social procurement' means for construction and how the industry can engage with these concepts more effectively. The purpose of this track is to begin to critically question and discuss social procurement, social value and/or social enterprise.

### **Track 6: Failed, Forgotten and Resurrected? Finding Connections between History and Future-Perfect Thinking in Innovation in Construction (Leads: Paul W Chan and Graeme D Larsen)**

Studies of innovation in construction have largely been approached from a linear, 'future-perfect' view. This limits the possibilities of learning from history, not only of past breakthroughs but also of breakdowns. In this track, we invite papers that seek to reclaim the failed, forgotten and resurrected innovation in construction.

### **Track 7: Organizational Learning for Sustainable Built Environment (Lead: Alex Opoku)**

Organizational learning for sustainable built environment is crucial in achieving brutally innovative construction. We seek to explore organizational learning towards achieving sustainable built environment. Indicative topics include: lessons learned and project success, organizational culture, change and sustainability, organizational maturity etc.

### **Track 8: Realising the potential for innovation in delivering sustainable construction (Lead: Craig Thomson)**

This track seeks to draw together research that explores current thinking on promoting both radical and incremental approaches to innovation so important delivering sustainable construction. We seek to present, explore and spread the latest thinking in relation to advancing this agenda from a construction management perspective.

### **Track 9: Expertise in Brutally Innovative Construction (Leads: Mark Addis, David Boyd and Ani Raidén)**

Studies of innovative practice are overwhelmingly articulated in managerial discourse terms, which in turn neglects other conceptual perspectives on construction innovation. We invite novel theoretical, methodological and empirical perspectives of expertise in driving innovation in construction.

### **Track 10: Construction Health and Safety in Developing Countries (Lead: Patrick Manu)**

This track welcomes papers that will advance our current understanding of construction Health and Safety (H&S) in developing countries by focussing on context-specific issues and through advancing novel approaches to improving H&S practices in developing countries.

## Venue Information

Cambridge is a city for all seasons. Apart from the many majestic college buildings, there is much to be inspired, from beautiful architecture to the many museums and art galleries set around the historic market place. There is fast and easy train access from London King's Cross and London Liverpool Street stations to Cambridge. The city is also located just 30 miles from London Stansted Airport. The conference sessions and dinner will take place in Fitzwilliam College. For our social evening we will head to Gonville and Caius College, the fourth oldest college in the university, which boasts a number of high-profile fellows and alumni including Francis Crick, Joseph Stiglitz and Stephen Hawking.

## Conference Fee and Accommodation

The conference fee for ARCOM 2017 will also include two nights' bed and breakfast in Fitzwilliam College. The full fee for the conference will range from £585 for a room with shared shower and toilet facilities, to £635 for a standard ensuite room. An early-bird discount will apply for all registrations received before Friday 30 June 2017. The usual discounts for ARCOM members will also apply.



**Top** (from left to right): Fitzwilliam Hall Building, Fitzwilliam College Auditorium, standard ensuite accommodation at Fitzwilliam College, and; Gonville and Caius College Dining Hall.  
**Bottom** (from left to right): Inside Fitzwilliam Dining Hall, Inside the Auditorium of Fitzwilliam College, and; Gonville and Caius College.

## Best Paper Prizes

- Rod Howes Commemorative Award for the best paper on 'Innovation in Construction'
- Paul Townsend Commemorative Award for the best paper on 'Project Management'
- David Langford Commemorative Award for the best paper on 'Social Issues and Respect for People'
- CIOB Award for the 'Best International Paper'
- CIOB Award for the best paper on 'Innovation and Sustainability'
- RICS Award for the best paper on 'Sustainability'
- Wiley Blackwell for the Best Technical Paper
- Taylor and Francis Award for the most theoretically-informed contribution
- Emerald Research Methodology Award

## Organising Committee

- Dr Paul W Chan, The University of Manchester
- Prof Chris Gorse, Leeds Beckett University
- Dr Ani Raidén, Nottingham Trent University
- Dr Apollo Tutesigensi, University of Leeds
- Dr Fred Sherratt, Anglia Ruskin University
- Dr Shu-Ling Lu, University of Reading
- Dr Robby Soetanto, Loughborough University
- Dr Dominic Ahiaga-Dagbui, Robert Gordon University
- Dr Colin Booth, University of West of England
- Prof David Boyd, Birmingham City University
- Dr Steve Donohoe, University of Plymouth
- Dr Scott Fernie, Loughborough University
- Professor Chris Harty, University of Reading
- Dr Patrick Manu, University of West of England
- Chrissi McCarthy, Constructing Equality
- Dr Alex Opoku, University College London
- Professor Lloyd Scott, Dublin Institute of Technology
- Dr Simon Smith, University of Edinburgh
- Dr Craig Thomson, Glasgow Caledonian University
- Dr Niraj Thuraiajah, Birmingham City University
- Dr Chika Udejaja, University of Salford

## Contact and Further Information

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Conference Secretary: **Dr Christopher Neilson**, The University of Manchester. E: christopher.neilson@manchester.ac.uk.