



CIB NEWS ARTICLE

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in Building and Construction

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December 2010

Around the Task Groups and Working Commissions

TG82 - Marketing in Construction

Introducing a New Task Group

A new Task Group, TG82 on “Marketing in Construction” has been established. Prof Dr Christopher Preece, Universiti Teknologi Malaysia (UTM), Malaysia and Prof Dr Low Sui Pheng, National University of Singapore (NUS), Singapore have been appointed as Coordinator of this Task Group.

Background

The global construction industry has a significant impact on the economic performance of both developed and developing nations. Marketing is a well-established academic discipline across all industrial sectors and professions in both developing and developed countries leading to economic development. Despite the importance of the construction industry, the application and development of marketing theories and practical strategies in construction are still in their infancy.

Research in the field of marketing in construction over the past twenty years or so, has included strategic marketing, client orientation, branding, corporate websites as marketing tool, direct selling and prequalification strategies, measurement of marketing effectiveness, service quality, client care, construction marketing in developing countries, internal marketing compliant marketing and international construction marketing.

Research has shown that marketing theories and concepts have been adopted by construction firms in both the international and domestic construction markets as a marketing function, in marketing research, in national export policies and in understanding customers’ expectations. It is clear that marketing has a significant role to play in the business of the built environment at the international, national and corporate levels.

Scope and Objectives

The Task Group focuses on the specific challenges facing construction businesses in the domestic and international markets and the export of their services and products. The scope of this Task Group fits within the overall scope of W065, which has the directive of focusing on organization and management issues within the construction industry.

It will complement on-going work into the strategic management of construction firms. The work of the Group will build on earlier research into the international marketing practices of contractors, consultants and manufacturers. As detailed below, the objectives for the task group are focused on the research into, and development of, strategic and tactical construction marketing theories, practical strategies and skills, and the emerging challenges facing marketing professionals across a range of construction sectors.

The Task Group aims to achieve the following objectives:

- to establish an international group to research the state of marketing in the construction industry today and to identify the barriers to development in the near future
- to establish a global focus on marketing applied to a range of construction market sectors including professional service firms and exporters
- to establish a global focus on developing theories applied to various market sectors in construction
- in addition to academics, to broaden the emphasis on marketing by attracting industry and stakeholder representatives from Europe, South East Asia, China, Australia, the Middle East
- to initiate a conference series to regularly exchange and publish research in the area of marketing in the construction industry
- to serve as a focal point for raising the awareness of marketing issues within the

construction industry and the need for further research in this area within the academic community.

Programme

The Task Group's programme objectives for the first three-year period (2011-2013) are:

- to launch a book on construction marketing
- to initiate 'state of marketing' survey for global distribution
- to initiate exchange of current research documents and data
- to disseminate a white paper

The Task Group will have one or two commission meetings each year and aims to develop a series of international workshops and conferences.

Meetings

First meetings of the Task Group will be:

- Workshop as part of the conference and meeting in conjunction with Conference: Management and Innovation for a Sustainable Built Environment - MISBE2011 on 20-23 June 2011, Amsterdam, The Netherlands
- Task Group meeting in conjunction with the 1st International Construction Business and Management Conference on 21-22 September 2011, in Kuala Lumpur, Malaysia

Introducing the Coordinators

Prof Dr Christopher Preece



Current Position

Chris is Professor of International Construction Business at the Universiti Teknologi Malaysia (UTM).

Academic Qualifications

His academic qualifications include:

- PhD, Heriot-Watt University, Edinburgh, UK
- BSc (Hons) Building, Leeds Polytechnic, Leeds, UK.

Former Academic Positions

Chris' former positions include:

- Associate Professor in the Department of Quantity Surveying at IIUM (International Islamic University Malaysia), Kuala Lumpur.
- Construction Management Group at the School of Civil Engineering, University of Leeds, UK.

Prof Sui Pheng Low



Current Position

Sui Pheng is Professor at the Department of Building, National University of Singapore.

Academic Qualifications

His academic qualifications include:

- PhD at the University College London, UK
- MSc at the University of Birmingham, UK
- BSc at the National University of Singapore.

Former Academic Positions

Sui Pheng's former positions include:

- Vice-Dean at the School of Design and Environment at the National University of Singapore
- Head of the Department of Building at the National University of Singapore.

Personal Statement of the Coordinators

This new Task Group will focus on an increasingly important, and yet much misunderstood, management discipline in the international construction market. The intention of the Coordinators is to bring together researchers from all parts of the globe with the goal of creating sustainable collaborative teams to research into the theory and practice of construction marketing. To realize the objectives of the Task Group, we need active participants both from academia and industry.



Additional Information

For additional information about the CIB TG82 contact the Coordinators:

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You can find more information on the activities of CIB TG82 in the CIB online Database "Commissions": see [here](#). In the shown search engine type "TG82" in the field "Commission number" and press "Find ".