

Change Management Towards Enhancing Competitive Advantage Through Embracing Technological Innovation in Architectural Design Process: An Investigative Study

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Abstract. Companies are subjected to great losses and vast competition due to changes that happen every day in the architecture and construction industry. Changes may occur in customer needs, competitor movements, financial crisis, development in the global economy, and technological innovation. As a result, companies will drastically fail in competition with other firms and projects will be delayed. However, this could be controlled by utilising practices and strategies of Change Management (CM) in the firm. By using change management strategies, firms should provide approaches to articulate and execute changes in their internal and external processes. Additionally, change management allows firms to control results by setting clear goals, balancing several change aspects, and allowing employees to adapt to change faster and be more productive. Since the industry is subjected to technological innovation, this research aims to investigate Change Management as a tool for adapting to technological innovation used in the design process for an enhanced competitive advantage. To attain this, a qualitative method was used through investigating previous literature to identify the tools used in the design process, competitive advantage, and change management strategies. Furthermore, a case study is analysed to explore how effective can change management be in adapting to technological innovation and enhancing competitive advantage.

Keywords: Change Management Framework; Competitive Advantage; Architectural Design Process.

