SETTING COMPETITIVE SMART GOALS WITH BIM

Authors: Ozlem GEYLANI¹, Attila DIKBAS², Alev YALCINKAYA³

¹ Istanbul Technical University 1, ozlemgeylani@gmail.com; ² Istanbul Medipol University 2, hadikbas@medipol.edu.tr; ³ Ronesans Holding 3, alev.yalcinkaya@ronesans.com

Abstract:

Problems / Issues / Challenges-Needs
Organizational objectives including competitive advantage are closely linked to firm goals. Thinking about these objectives from the S.M.A.R.T point of view may affect on firm’s organizational development in order to reach competitive advantage along the route. So, this paper aims to present a case study that will be an example for other construction firms which are willing to set precise S.M.A.R.T objectives that related with a specific asset just as BIM (Building Information Modelling).

Solutions - Methods / Results - Findings
The development of organizational objectives may be thought as they have S.M.A.R.T (Specific, Measurable, Attainable, Relevant, Time-limited) parameters. Also, the settlement of organizational goals can be addressed to competitive advantage that supported by a new asset adoption which is BIM. Accordingly, the research is undertaken through Ronesans Holding which is one of the worldwide known Turkish construction brands. Hence, the BIM implementation approach of the firm is competitive advantage based and unique to its organizational strategy. More, the overall aim of this case study is to consider the implementation of a new asset that regarding specific S.M.A.R.T objectives that provides and measures the productiveness of BIM implementation itself.

Novelty - Value / Relevance to …
This paper extends the S.M.A.R.T view of the firm to give an overview of the connections between BIM and other resources of the firm. Especially, it develops a conceptual framework explaining BIM adoption and organizational goals that incorporate the competitiveness of the firm as presenting a case study. On the basis of this framework, it shows how BIM affects the competitiveness of the construction firms.

Keywords:

BIM; Construction; Competitive Advantage; S.M.A.R.T; Organizational Development

Graphics: