







Q

Home ► All Journals ► Economics, Finance & Business ► Construction Management and Economics ► List of Issues ► Volume 24, Issue 7 ► Conditions of Success: a platform for in

Construction Management and Economics > Volume 24, 2006 - <u>Issue 7</u>: Festschrift for Ranko Bon

350 18 O Altmetric

Original Articles

Conditions of Success: a platform for international construction development

David Hawk

Pages 735-742 | Received 28 Jul 2005, Accepted 15 Feb 2006, Published online: 20 Nov 2006



Abstract

Full Article

Reprints & Permissions

'Conditions of Success' (COS) was organised to study the internationalisation of the construction industry in 1989. At that time few companies, and even fewer researchers, were interested in international construction endeavours. The purpose of the study was to collect information on activities of the 1980s in order to project who might be successful and under what conditions would they be successful in the next century. Extensive interviews were conducted with 60 participating firms from seven countries. While this group has now been reduced to about 20 via mergers and acquisitions they have demonstrated the value of several of the recommendations from the study. Critical to the study was an Executive Symposium held in Stockholm in 1991 where executives presented their view of the future and how best to prepare for it. Professor Ranko Bon, of Reading University, played a pivotal role in this special Symposium, as chair of the diverse interests and adviser to organising the results. Ten major recommendations are outlined in the paper. A critical distinction emerged from the

study, which has grown in theoretical importance since 1991. It is between the North American, primarily Harvard-centric, strategic model for internationalisation and the relationship-building approach of Asia (initially Japanese and now Chinese). The Asian approach is closer to that of Europe and gaining in effectiveness and prominence over that of North America.

Keywords:



Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email



Sign me up











Accessibility



Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions



Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG