



## **ACADEMIC YEAR 2016 – 2017**

### **TITLE OF DIPLOMA THESIS:**

Innovation in the Construction Industry and the prospects of its utilization as a lever of growth - rebirth of the Greek Construction industry

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### **ABSTRACT**

This Diploma Thesis was developed within the framework of the Postgraduate Study Program "Administration and Management of Technical Projects" of the Department of Civil Engineering of the Aristotle University of Thessaloniki, aiming at innovation in the Construction Industry and the prospects of its utilization as a lever of growth - rebirth of the Greek Construction industry. Initially, the role of innovation in the development of a state, and also as a component of the development of competitive advantages, were examined. It also described the steps of the innovation process, various models that led to the emergence of innovations, innovation management tools and mechanisms, both private and state-owned, of innovating innovation. Then, innovation was studied in the construction industry, in the context of a construction company, building projects, building materials, civil engineering, and an overview of the experience of international large companies in relation to innovation development. The progress of the Greek construction industry, its current state of play in terms of SWOT analysis, innovation in the construction sector in Greece, industry patents, and investments in R & D and innovations have been mentioned. Thereafter, information was gathered through questionnaire research in technical firms and offices, the development of adopting innovations in the Greek construction industry, as well as through personal communication with construction sector actors as well as research entities. SWOT analysis was then undertaken in the light of innovation in the Greek construction sector and a strategy for adopting innovations that helped to strengthen and maintain strengths, reduce and eliminate the weaknesses of the internal environment, identify and exploit opportunities, and to avoid and eliminate the threats of the external environment, and finally the main conclusions and main proposals emerged from the above analysis and formulation strategy.

### **KEYWORDS**

innovation, competitive advantage, Greek construction industry, constructions, innovation development strategy