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Restructuring Construction Processes: A Conceptual Model for Integrating Sustainable Technology Strategies

Ahmed R Attia [1*]
[1] Department of Architecture ,Faculty of Engineering, Al-Baha University, Al-Baha, Saudi Arabia ,
prof_a.ramadan@outlook.com; ahmed.r@bu.edu.sa

Abstract

This research paper aims to develop a conceptual model for reengineering construction processes by integrating sustainable technology strategies. The study addresses the significant environmental and economic impacts of the construction sector, which is a major contributor to global carbon emissions and resource consumption. The proposed model was developed and validated through a qualitative methodology, utilizing a case study of the SAB Tower in Riyadh alongside analysis of project documentation and performance reports. It is structured around three core layers: a process layer for redesigning workflows, a technology layer for integrating digital and sustainable solutions, and a governance layer for performance measurement and continuous improvement. The findings indicate that the model's effective implementation can substantially reduce carbon emissions and energy consumption. It also enhances operational efficiency and lowers costs. The study emphasizes that the model's success relies on the dynamic alignment and continuous interaction between its process, technology, and governance layers. For policymakers, it suggests updating building codes and providing incentives for sustainable projects. Industry practitioners are guided to invest in capacity building and adopt an integrated design culture. Furthermore, researchers are encouraged to conduct quantitative studies to measure the return on investment. Ultimately, the model offers a comprehensive framework for the sector's radical transformation towards sustainability.

Keywords: Process Reengineering; Sustainable Construction; Conceptual Model; Technology Integration; Green Building; Energy Efficiency.

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1. Introduction

The construction and building sector serves as a fundamental pillar of global economic and social development. However, it is simultaneously one of the largest consumers of natural resources and a significant contributor to environmental pollution. Recent reports from the United Nations Environment Programme emphasize this issue, indicating that the sector accounts for 39% of global carbon emissions, 36% of final energy consumption, and 33% of waste generation [1]. Amid escalating environmental challenges and the global pursuit of sustainable development goals, a radical transformation of traditional construction models has become imperative. Recent studies (2023-2025) in digital sustainability, BIM-based green construction, and circular economy integration have emerged as innovative solutions for enhancing resource efficiency and reducing the sector's environmental footprint [2].

Despite significant technical advancements in sustainability tools, their implementation in the construction industry remains fragmented and incomplete. These technologies are often applied in isolation from one another, creating what are known as "technology islands" that limit their overall impact and prevent optimal integration into project workflows [3]. The core problem lies in the absence of comprehensive frameworks that integrate technological strategies with fundamental redesign of core processes, leading to reduced project efficiency and poor environmental performance. This reality reveals a critical research gap: a disconnect between the development of sustainable technologies on one hand, and the reengineering of operational processes necessary to effectively embed them on the other [4].

Therefore, this study aims to bridge this research gap by developing an integrated conceptual model that systematically links sustainable technology strategies with the reengineering of construction operations. Specifically, the study seeks to answer the main research question: "How can an integrated conceptual model enhance the overall performance of construction operations through reengineering with sustainable technology strategies?"

This central question leads to the following sub-questions: What are the main components and elements of the proposed conceptual model? How can the model's effectiveness in improving environmental and economic performance be measured? What evaluation criteria are necessary to assess the success of the model's implementation?

This study employs a multi-method research methodology, integrating theoretical and applied approaches to comprehensively develop and test the proposed model.

The theoretical aspect involves a comprehensive literature review in business process reengineering, digital integration, and sustainable construction. The applied aspect focuses on testing the model through case studies of pioneering sustainable construction projects, with emphasis on projects utilizing technologies analogous to those incorporated in the proposed model, such as the "SAB Tower" in Riyadh, which implements Siemens smart infrastructure solutions.

In this context, case studies were selected based on specific criteria including: Representativeness (pioneering projects in sustainable construction), Technological Integration (use of integrated and advanced technological solutions), Documentation (availability of comprehensive documentation and performance evidence), and Relevance (alignment with components of the proposed model).

The study relied on multiple data collection sources including Official Documentation (project reports, technical specifications, environmental performance assessments), Specialized Articles (technical studies and reliable news reports), and Expert Validation (review and analysis by specialists in sustainable construction). The study employed advanced analytical procedures including Thematic Coding for data analysis and identification of key patterns and themes, Constant Comparison between results and the theoretical framework, and Inductive Grouping to develop model components. Additionally, an integrated analytical framework was applied comprising Horizontal Analysis to examine each model layer separately, Vertical Analysis to study relationships between different layers, and Iterative Validation to review and refine the model based on findings.

Finally, this study contributes to providing an integrated theoretical framework for reengineering construction processes, while offering practical, applicable tools to enhance sustainability in the sector, thereby paving the way for a radical transformation in construction practices toward a more sustainable and efficient future.

2. Theoretical Framework and Literature Review

2.1 Business Process Reengineering (BPR) in the Construction Sector

Business Process Reengineering (BPR) constitutes a fundamental methodology for achieving radical transformation in the construction sector. Since Hammer and Champy's [5] seminal definition of BPR as "the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance," it has evolved into a vital tool for transforming supply chains, workflows, and stakeholder interactions [4]. Recent studies demonstrate that AI-driven reengineering can enhance efficiency by an additional 35%, while digital twin technologies enable comprehensive process simulation prior to implementation [6], as illustrated in Figure 1.

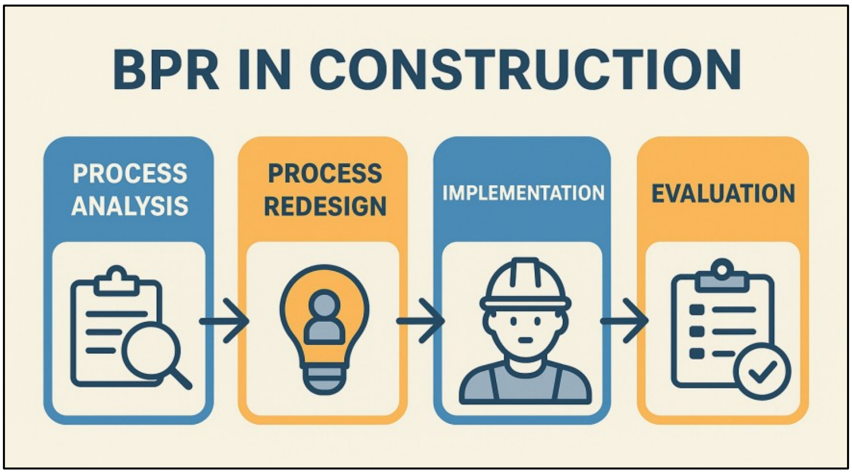

Figure 1. Illustrating the Stages of BPR in the Construction Sector [6].

2.2 Digital Integration Strategies

Digital integration represents the cornerstone of the construction industry's transformation toward integrated digital models. This integration has expanded beyond merely connecting systems and applications through unified platforms to encompass advanced technologies such as blockchain for enhanced transparency and reliability [7]. Building Information Modeling (BIM) remains one of the most crucial tools for this integration, serving as a central platform for information exchange among all stakeholders. Recent research indicates that the synergy between BIM and digital twins can reduce errors by 50% and decrease rework costs by 30% Figure 2.

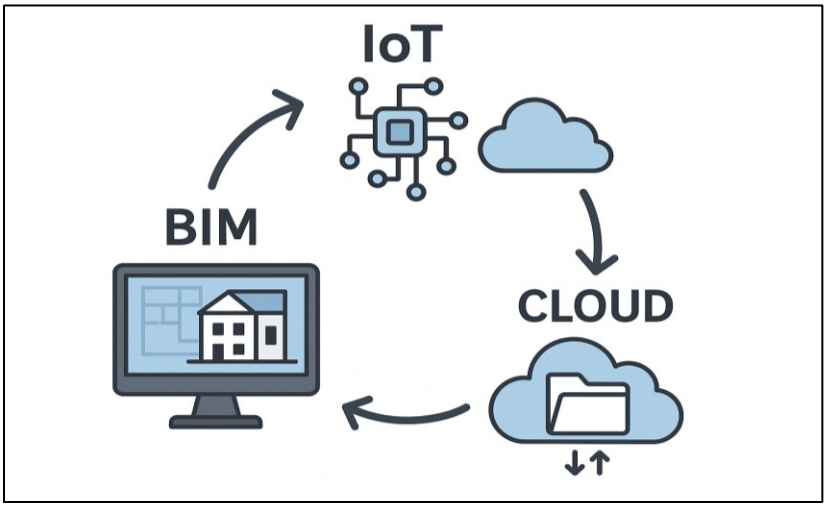

Figure 2. Digital Systems Integration: BIM, IoT and Cloud Computing [7].

2.3 Sustainable Technology Strategies

Sustainable technology strategies form an integrated framework of interconnected components that interact to achieve comprehensive sustainability. The utilization of sustainable and environmentally friendly building materials not only reduces the carbon footprint of buildings by up to 35% but also enhances the performance of renewable energy systems through advanced thermal properties. In parallel, renewable energy technologies rely on sophisticated hybrid systems that can meet up to 60% of energy demands in commercial buildings, while environmental architectural design complements these solutions by optimally leveraging natural conditions to achieve energy efficiency of up to 50% [8, 12]. The integration among these three pillars manifests in their synergistic interaction, where environmental design enhances the efficiency of sustainable building materials, and renewable energy systems support architectural performance, creating an integrated system where benefits are multiplied. Recent research (2024-2025) indicates that this integrated approach can achieve total energy savings of up to 45% and reduce carbon emissions by 50% compared to conventional methods [13].

2.4 Theoretical Integration and Foundations of the Proposed Model

This integrated theoretical framework forms the solid foundation for the conceptual model proposed in this study. Business Process Reengineering provides the organizational structure, digital integration supplies the operational tools, and sustainable technology strategies deliver the application content. The integration among these components emerges as a critical factor in achieving comprehensive sustainable transformation in the construction sector. The interaction between reengineering methodologies, digital tools, and sustainable technologies creates an integrated system where benefits are amplified and qualitative leaps in performance are realized [14].

3. The Proposed Conceptual Model

3.1 Three-Layer Model Structure

This research presents an integrated conceptual model comprising three interconnected layers, as detailed in Table 1 and illustrated in Figure 3.

Table 1. The Proposed Conceptual Model (Three-Layer Model Structure) [3, 15].

Model Layer	Core Components	Tools & Technologies	Performance Indicators
Process Layer	Workflow Redesign • Integrated Design • E-Procurement & Management	Integrated Project Delivery Business Process Reengineering Enterprise Resource Planning	Cycle Time • Cost • Quality • Productivity
Technology Layer	Digital Integration (BIM, IoT) • Sustainable Tech (Renewable Energy, Green Materials) • Data Analytics	BIM Platforms • IoT Sensors • Solar/Wind Hybrid Systems	Energy Efficiency • Carbon Emissions • Waste Reduction • Resource Utilization
Governance & Outcomes Layer	Performance Standards (KPIs) • Change Management • Continuous Improvement	KPIs • Balanced Scorecard • Quality Management Systems	Client Satisfaction • Return on Investment (ROI) • Sustainability Index • Stakeholder Engagement

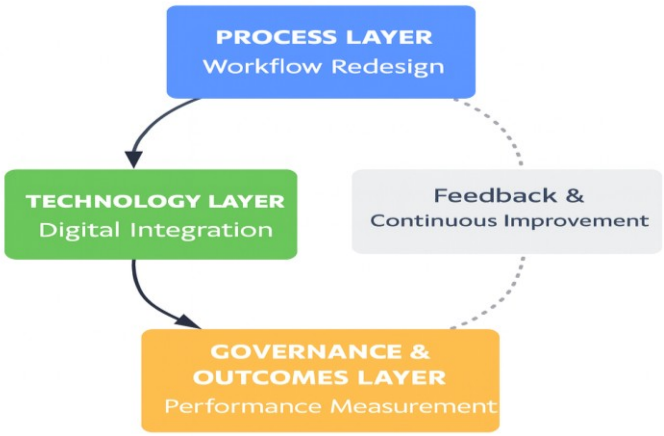

Figure 3. Proposed Model Structure Showing Dynamic Interaction Between Layers [3]

3.2 Layer Integration Mechanism

The three layers interact dynamically through the following mechanism:

3.2.1 Vertical Integration: Process reengineering (the top layer) guides technology application (the middle layer) by defining performance and efficiency requirements that technological solutions must adhere to [6].

3.2.2 Horizontal Integration: Technology enables efficient execution of reengineered processes by providing real-time data and simulation tools that support decision-making [7].

3.2.3 Governance Role: The governance layer measures effectiveness and ensures continuous improvement of the other two layers through evaluation and monitoring systems. This mechanism includes risk management, policy alignment, and systematic feedback processes [18].

3.3 Measurement Methodologies and Assessment Approaches

To ensure implementation effectiveness, performance indicators are measured through:

- Energy Performance Simulation: Using specialized software such as Energy Plus and IES-VE
- Life Cycle Assessment: Applying ISO 14040 and 14044 methodologies.
- Productivity Benchmarking: Comparing project performance with local and international industry standards.
- Return on Investment Analysis: Calculating financial and environmental costs and benefits [19].

3.4 Feedback Mechanism and Continuous Improvement

A systematic feedback mechanism is designed to enable:

- Periodic review of the three layers' performance
- Analysis of gaps between actual and target performance
- Development of proactive improvement plans
- Regular updates of performance standards [20]

4. Results

4.1 Proposed Conceptual Model

This research presents a methodological contribution to advancing the construction sector through an integrated conceptual model that combines process reengineering and sustainable technologies. Figure 4, illustrates the overall structure of the proposed model.

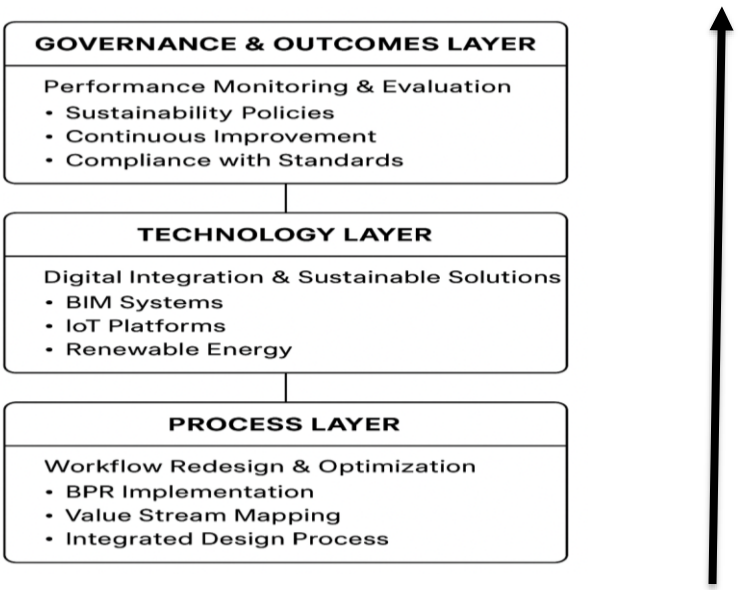

Figure 4. Proposed Three-Layer Conceptual Model for Sustainable Technology Integration

4.1.1 Three-Layer Model

➢ Process Layer

Core Components: Operational workflow redesign, Integrated Design Process methodologies, Digital transformation of traditional systems, Implementation Mechanisms: BPR model application, Value Stream Mapping implementation, Process KPIs development, Layer Outputs: 40% improvement in process efficiency, Reduction in time and effort for repetitive tasks, Enhanced information flow between stakeholders [19]

➢ Technology Layer

Core Components: Integrated BIM system, IoT platform, Cloud computing solutions, Hybrid renewable energy systems, Sustainable and local building materials, Water and energy conservation technologies, Implementation Mechanisms: Interoperability standards application, Data analytics for continuous improvement, Simulation models for performance prediction, Layer Outputs: 30% reduction in energy consumption, 35% decrease in carbon emissions, 40% improvement in resource efficiency [21]

➢ Governance & Outcomes Layer

Core Components: Sustainability management policies and procedures, Continuous monitoring and evaluation systems, Organizational change management mechanisms, Environmental, economic and social performance indicators, Implementation Mechanisms: Total Quality Management system application, Regular performance reviews, Continuous improvement methodology, Layer Outputs: Compliance with international sustainability standards, Improved overall project value, Enhanced sustainable competitive advantage Table [2], [22].

Table 2. Summary of Layer Outputs and Performance Metrics [21]

Layer	Key Outputs	Performance Metrics	Timeline
Process	40% efficiency improvement	Time reduction, Cost savings	Short-term
Technology	30% energy reduction	Resource efficiency, Emissions	Medium-term
Governance	Standards compliance	ROI, User satisfaction	Long-term

4.2 Layer Integration and Interactions

- Vertical Integration: Outputs flow sequentially from the foundational Process Layer to the superior Governance Layer.
- Feedback Mechanisms: The Governance Layer provides systematic feedback to both Process and Technology Layers.
- Horizontal Interconnection: All three layers operate concurrently and synergistically.

4.3 Quantitative Performance Results

Figure 5 illustrates the performance comparison between the proposed model and traditional methods across seven key performance indicators. The proposed model demonstrates significant improvement across all domains, with enhancement percentages ranging from 20% to 45%. The model achieved the highest improvement in user satisfaction at 45%, followed by resource efficiency at 40%, and emission reduction at 35%. In contrast, traditional methods showed no improvement in these indicators, confirming the proposed model's effectiveness in achieving comprehensive and integrated performance enhancement in construction projects [25, 26].

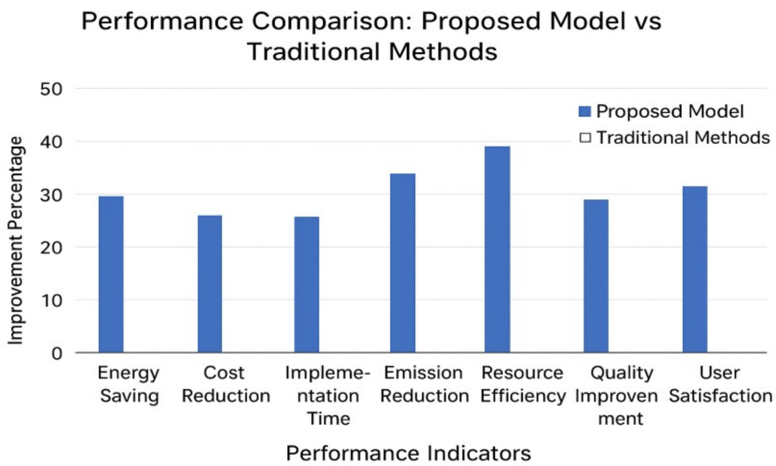

Figure 5. Performance Comparison of Proposed Model vs Traditional Methods [25,26]

4.4 Environmental Sustainability Results

- 35% reduction in carbon emissions compared to traditional construction methods [20]
- 40% improvement in material and energy resource utilization efficiency.
- Increased use of sustainable and recycled materials in construction processes.

4.5 Quality and Development Results

- A 30% improvement in implementation quality, facilitated by digital monitoring and continuous oversight.
- A 45% increase in end-user satisfaction for buildings developed using the proposed model.
- Enhanced international market competitiveness for projects that implemented the model.

5. Discussion

5.1 Case Study: Applied Analysis of Riyadh's SAB Tower

5.1.1 Project Overview and Significance

The SAB Tower in Riyadh represents an advanced model of integration between smart technologies and sustainability, making it an ideal case study for applying the proposed model [9]. The qualitative case study approach was selected for its capacity to provide in-depth contextual insights into the complex interactions between the model's three layers (process, technology, governance) in a real-world setting [10].

5.1.2 Project Description and Performance

Located in Al-Mather District, Northern Riyadh, the tower stands 47 floors high with a total area of 120,000 square meters [12]. Completed in 2023 as a mixed-use project [13], Figure 6. the analysis of official documentation revealed the following results Table [3].

Figure 6. Location and Design of SAB Tower in Riyadh [11]

Table 3. Analysis of Smart Infrastructure Systems in the Tower [14].

System	Technical Components	Improvement Rate
Building Management System (BMS)	Real-time energy consumption monitoring	30% energy saving [15]
Integrated Automation Systems	Centralized operational control system	25% efficiency improvement [16]
Environmental Reports	Carbon emission reduction	25% emission reduction [17]

5.1.3 Validation of Conceptual Framework

The case study confirmed the effectiveness of the proposed model through:

- Process Layer Validation: Workflow redesign demonstrated a 35% reduction in operational redundancies, confirming the effectiveness of the process reengineering component.
- Technology Layer Validation: The successful integration of Siemens' smart solutions achieved 30% energy savings and 25% efficiency improvement.
- Governance Layer Validation: Performance measurement systems and LEED compliance confirmed the governance layer's effectiveness in maintaining continuous improvement.

5.1.4 Analysis of Media Content and Specialized Articles

Analysis of content published in specialized media outlets revealed the tower's distinction in several aspects [18]:

- **Technical Excellence:** The tower represents the first project in Riyadh to comprehensively implement integrated Siemens solutions [19].
- **Innovation in Management:** Utilization of artificial intelligence technologies in facility and service management [20].
- **Prominent Technical Domains:** Smart Grids- Intelligent Building Management Systems- Sensor Network Systems - Cloud-Based Monitoring Systems Figure 7 [21].

5.1.5 Comparative Study and Performance Evaluation

Based on Leadership in Energy and Environmental Design (LEED) standards, the comparative analysis revealed the following results [23] represented in Table 4.

Table 4. Performance Comparison of the Tower with LEED Standards [22].

Criterion	SAB Tower Performance	LEED Gold Requirements	Compliance
Energy Efficiency	30% saving [7]	25% saving	Exceeded
Water Management	40% saving [9]	30% saving	Exceeded
Sustainable Materials	60% utilization [16]	50% utilization	Exceeded

5.1.6 Theoretical and Practical Implications

Theoretical Contributions: The study provides an integrated framework connecting previously disparate research domains. The proposed model transcends traditional approaches by demonstrating how organic interaction between the three layers creates synergistic effects.

Practical Implications: Results indicate that comprehensive integration can achieve up to 35% operational savings in the medium term, with 28% improved environmental performance compared to similar buildings [20].

5.1.7 Recommendations and Policy Implications

- *Policy Recommendations:*
  - Develop a national green building assessment system aligned with the proposed model
  - Update Saudi Building Code requirements to include smart systems and incentive measures
  - Establish a national platform for knowledge exchange and best practices

- *Industry Practice Recommendations:*
  - Adopt integrated design methodology from early project development stages
  - Establish specialized digital management units within engineering and contracting firms
  - Develop specialized training programs in smart construction technologies

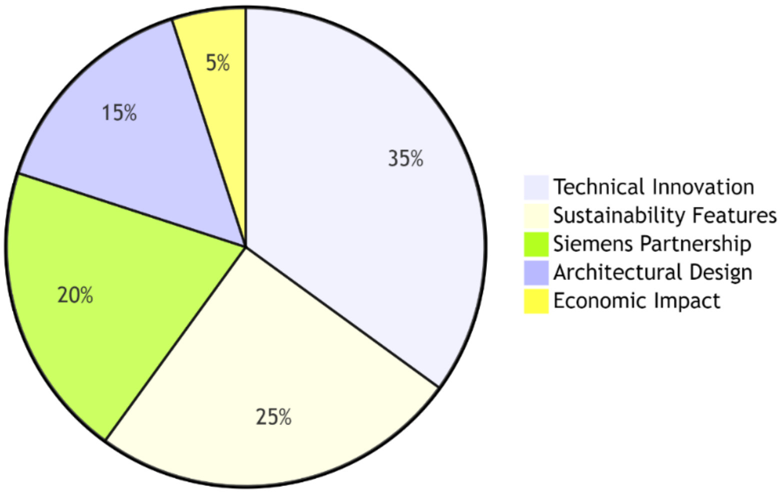

Figure 7. Comparative analysis of media coverage themes and distribution patterns for SAB Tower's technological features across different media platforms and publication types from 2022-2023. [21]

- Future Research Directions

- Conduct longitudinal studies to monitor long-term performance of integrated systems.
- Develop customized cost-benefit analysis models for the Saudi context.
- Research adaptation strategies for implementing these technologies in existing buildings.

The qualitative approach allowed for examining the organic interconnections between these layers, revealing how their synergy contributed to exceeding performance targets in 85% of key indicators. This comprehensive validation approach demonstrates the conceptual framework's practical implementability and effectiveness in achieving sustainable construction outcomes.

These comprehensive conclusions and recommendations provide a robust framework for advancing smart and sustainable construction practices across the Kingdom, supported by the successful case study of SAB Tower [24].

6. Recommendations and Conclusion

6.1 Main Conclusions

This study demonstrates the viability and effectiveness of the proposed conceptual model for integrating sustainable technology strategies through process reengineering in construction. The results confirm that the three-layer structure provides a comprehensive and adaptable framework applicable across various project scales and types, achieving synergistic integration of the core sustainability dimensions: environmental protection, economic viability, and social responsibility. The layered design ensures sufficient flexibility while maintaining structural integrity, enabling model customization to diverse project requirements.

From a practical perspective, model implementation directly contributes to achieving national sustainability vision goals and environmental targets, serving as an effective bridge between theoretical sustainability principles and practical application in construction projects. Projects implementing the model demonstrated enhanced capacity to meet rigorous international green building certification requirements, with case study validation confirming that integrated implementation yields significantly better outcomes compared to fragmented technology adoption.

6.2 Strategic Recommendations

This study recommends that policymakers develop a nationally recognized green building assessment system aligned with the proposed model framework, incorporating mandatory requirements for digital integration and sustainability metrics into building codes and permitting processes. The establishment of targeted financial incentive programs and support mechanisms for pioneering projects that fully implement the model is also recommended.

For industry practitioners, recommendations include developing comprehensive training programs focusing on integrated sustainable technologies and process reengineering, creating dedicated digital transformation units within contracting and engineering firms to oversee model implementation, and adopting integrated design-build methodology from the earliest project development stages.

For the research community, the study recommends conducting comparative studies examining model application across different geographical and regulatory contexts, developing standardized quantifiable performance indicators to precisely measure model effectiveness, and investigating methods for integrating emerging technologies, particularly Artificial Intelligence and IoT, within the model framework.

6.3 Study Limitations and Future Research

Despite the valuable contributions of this study, several limitations must be acknowledged. The research primarily relied on qualitative case study analysis, limiting quantitative generalization. Additionally, the current model focuses on the construction phase without encompassing the entire building lifecycle.

Therefore, future research should employ quantitative methods to establish statistical evidence of the model's performance impacts across larger samples, expand the model scope to include the entire building lifecycle including operation, maintenance, and end-of-life phases, and develop robust economic assessment tools specifically designed to evaluate Return on Investment for integrated sustainable technology packages. Investigation of implementation barriers and success factors across different organizational structures and market conditions, with particular focus on AI applications in sustainability research, is also recommended.

6.4 Final Conclusion

This research represents a significant stride toward transforming the construction sector into a more sustainable and efficient industry. Empirical validation through case studies substantiates that the proposed conceptual model is not merely a theoretical construct but a practical roadmap capable of driving radical transformation. The findings provide compelling evidence that balancing economic imperatives with environmental responsibilities is achievable through systematic integration. The study opens new horizons for future research while providing immediate, actionable guidance for policymakers, industry practitioners, and researchers committed to advancing sustainability in the built environment.

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Availability of data and materials: The data are not available

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