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ABSTRACT

The issue of “Globalization” will affect the professional markets over the world. Therefore, the Saudi architectural profession may encounter some problems, especially when the Kingdom joins the World Trade Organization (WTO). Subsequently, the small and medium size of architectural offices in the Kingdom will face both economic and technical problems in the market. One of the concerns of this study is that; in the boundaries-less world, our local architectural offices can not compete with others, especially those who use cheap labor.

This paper aims at discussing this problem and searching for the available solutions to reduce its consequences in future. Through this study many questions were raised about the possibility of establishing big companies through incorporating small and medium architectural offices in the Kingdom.

This study was conducted by a survey, which included engineering professors and students, engineers in both private and government sectors, and the owners of the architectural offices. The results in general believe the possibility of incorporation between Saudi architectural offices, although some of the results indicate cultural remains, which may reduce this possibility.

In order to reduce the impact of globalization, the conclusion of this study emphasized the necessity of creating the opportunity for incorporating between Saudi architectural offices particularly, those small and medium offices.

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Think global, Act local" " "
(O'Reilly, 1999)

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Levitt Theodore

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(Dana Cuff, 1990)

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Method of Action

(Andy Pressman, 1997)

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