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Doctoral Programme in Architecture and Urban Planning

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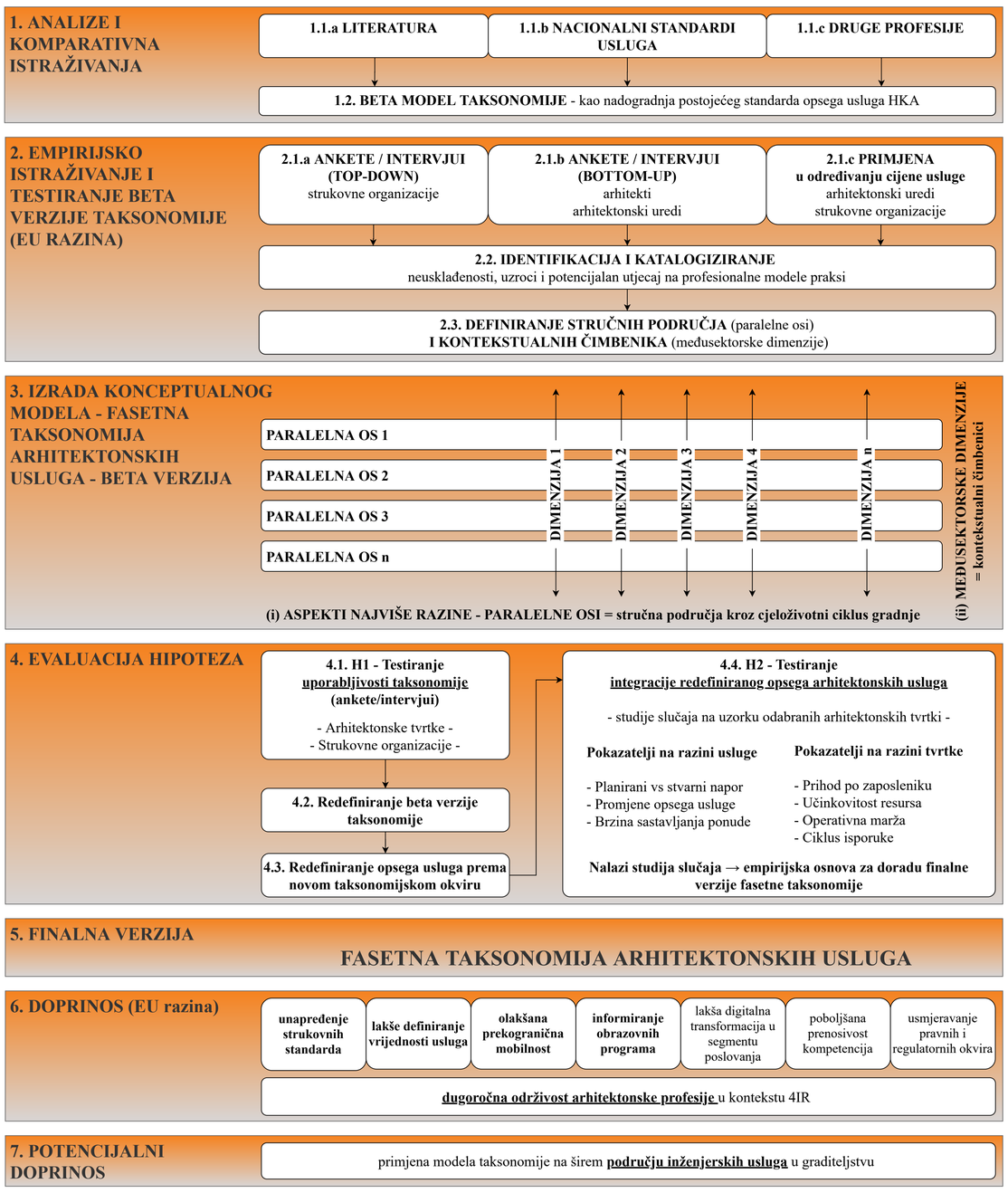
Taxonomy of Professional Architectural Services for the 21st Century
Taksonomija profesionalnih arhitektonskih usluga za 21. stoljeće

A Conceptual Framework for the Sustainability of the Architectural Profession in Europe
Koncepcijski okvir za održivost arhitektonske profesije u Europi

Metodologija



Područje istraživanja

- **Tržišna fragmentacija** → dominacija mikro i malih tvrtki, ograničeni resursi i specijalizacija
- **Četvrta industrijska revolucija (4IR)** → nove tehnologije i materijali → nove uloge i aktivnosti u projektiranju
- **Nejasne granice odgovornosti** → smanjena percipirana vrijednost usluge i povjerenje korisnika
- **Razlike među EU jurisdikcijama** → otežana prekogranična praksa i profesionalna mobilnost
- **Istraživanja** (Harris et al. 2024.; Mance 2025.) → različiti modeli naknada, jaz između obrazovanja i tržišta, podcijenjen menadžment i specijalizacija, niska digitalna integracija

Područje **taksonomije profesionalnih arhitektonskih usluga** pritom je **slabo istraženo**.

Potreba: redefiniranje organizacijskog okvira i razvoj jedinstvene EU taksonomije arhitektonskih usluga.

Field of Research

- **Market fragmentation** → dominance of micro and small practices, limited resources and specialisation
- **Fourth Industrial Revolution (4IR)** → new technologies and materials → emerging roles and activities in design processes
- **Blurred professional boundaries** → reduced perceived value and client trust
- **EU jurisdictional differences** → constrained cross-border practice and professional mobility
- **Research** (Harris et al. 2024; Mance 2025) → diverse remuneration models, education–market gap, undervalued management and specialisation, weak digital integration

The field of **taxonomy of professional architectural services** remains **underexplored**.

Need: to redefine organisational framework and develop a unified EU Taxonomy of Architectural Services.

Hipoteze

H1 – Razvoj fasetne EU taksonomije arhitektonskih usluga ima potencijal pružiti upotrebljivu, proširivu strukturnu osnovu za određivanje opsega i planiranje usluga u europskim zemljama;

H2 – Integracija opsega arhitektonskih usluga (OAU) izvedenog iz taksonomije u tijekove rada arhitektonskih tvrtki može biti povezana s preciznijom alokacijom resursa te poboljšanjima operativne učinkovitosti i produktivnosti na razini tvrtke.

Hypotheses

H1 – Developing an EU-level faceted taxonomy of architectural services may provide a usable, extensible structure for service-level scoping and planning across European countries;

H2 – Integrating a taxonomy-derived Scope of Services (SoS) into firm workflows is expected to be associated with more precise resource allocation and with improvements in operational efficiency and firm-level productivity.

Cilj istraživanja

Nadovezujući se na OAU modele Vijeća arhitekata Europe, Hrvatske komore arhitekata i drugih odabranih zemalja EU-a (npr. Njemačka, Slovenija), studija rezultira **fasetnom taksonomijom na razini EU-a** koja obuhvaća:

(i) fasete najviše razine – paralelne osi za **stručna područja** tijekom životnog ciklusa zgrade (npr. arhitektonsko projektiranje, arhitektonska tehnologija, prostorno i urbanističko planiranje, građevinarstvo i administracija ugovora) i

(ii) međusektorske dimenzije za **kontekstualne čimbenike** (npr. regulatorni kontekst specifičan za pojedine zemlje, vrijednost usluge, obrazovanje/kompetencija, zrelost upravljanja, digitalna transformacija). Njezina proširiva, fasetna stuktura olakšava buduće nadogradnje.

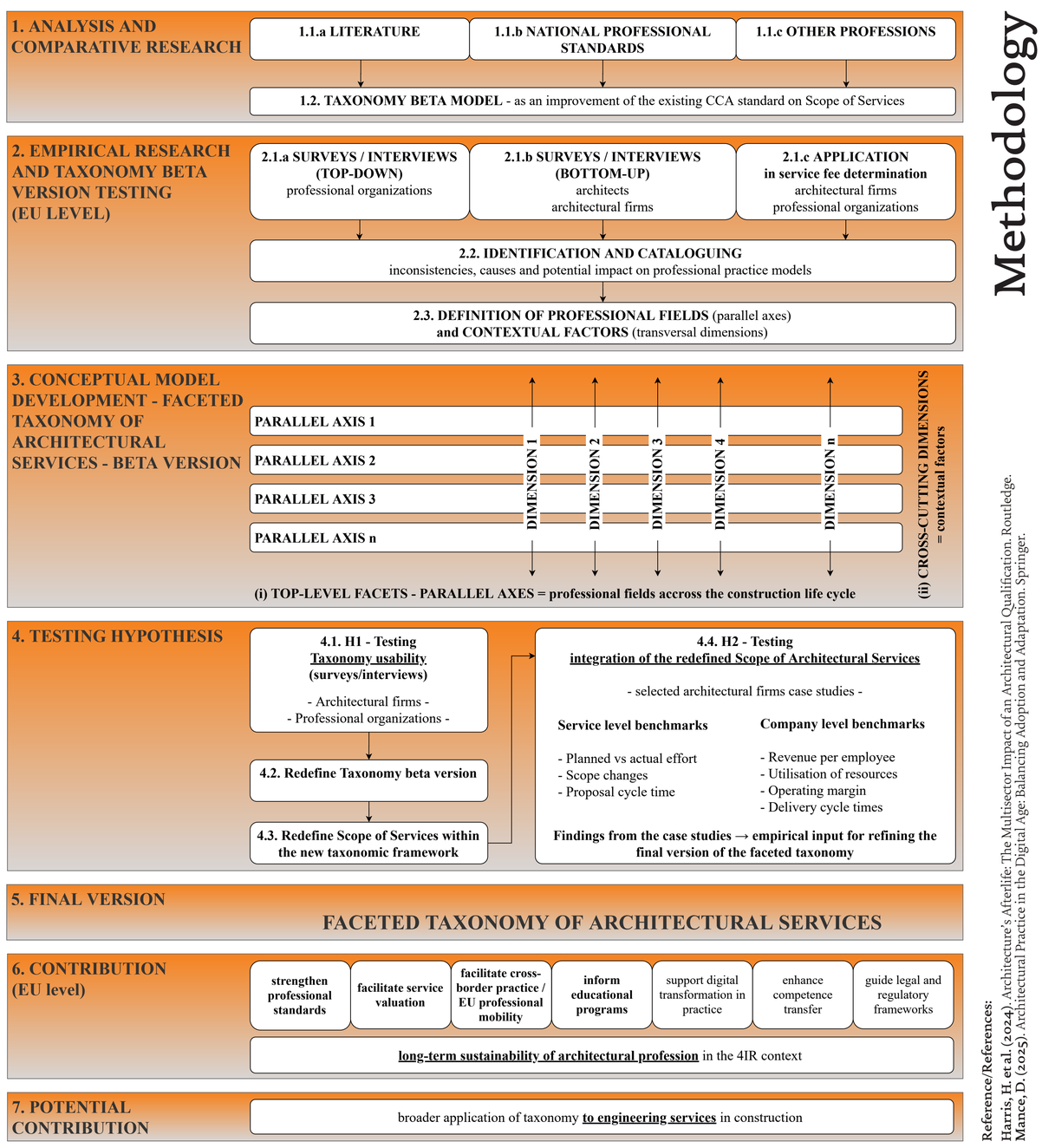
Research Objective

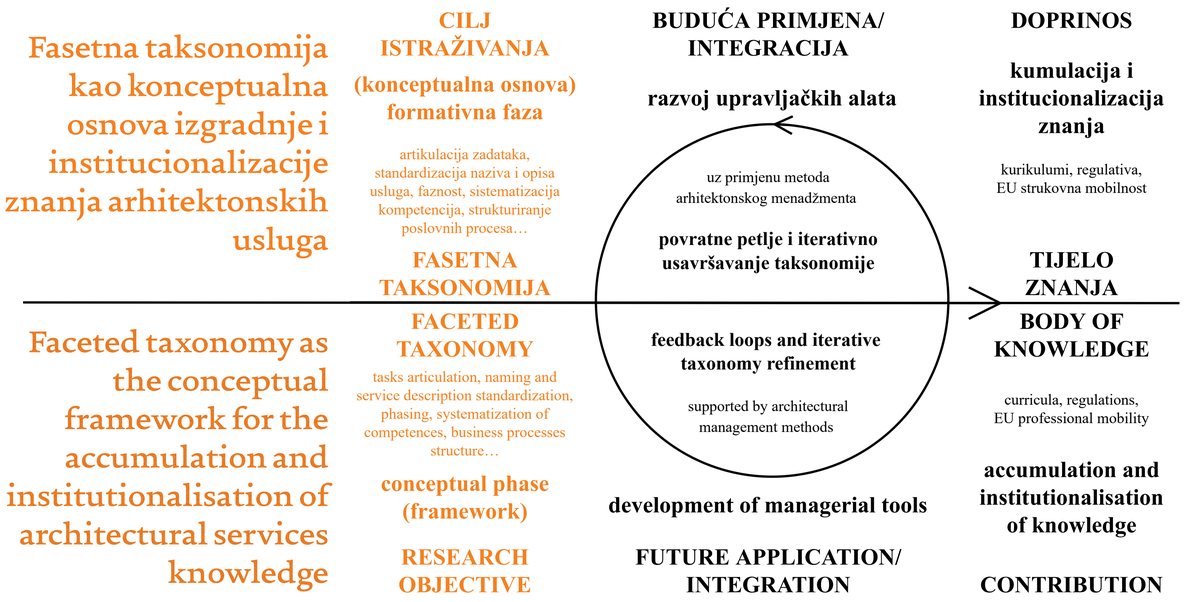
Building on the SoS models of the Architects' Council of Europe, the Croatian Chamber of Architects and other selected EU countries (e.g., Germany, Slovenia), the study proposes a flexible **EU-level faceted taxonomy** comprising:

(i) top-level facets – parallel axes for **professional fields** across the building life cycle (e.g., architectural design, architectural technology, spatial and urban planning, construction and contract administration) and

(ii) cross-cutting dimensions for **contextual factors** (e.g., country-specific regulatory context, service value, education/competence, management maturity, digital transformation). Its extensible faceted structure facilitates future refinement.

Methodology





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