

CALL FOR PAPERS

REAL ESTATE MANAGEMENT AND STRATEGIES : THE NEXT DECADE

SPECIAL ISSUE OF THE JOURNAL OF GENERAL MANAGEMENT

The Journal of General Management in cooperation with the Ivanhoé Cambridge Real Estate Chair at the School of Management of the Université du Québec à Montréal (ESG UQAM, Canada) announces a Special Issue ***Real Estate Management and Strategies : The Next Decade***.

The Special Issue aims to explore the evolving role of real estate in corporate strategies under the combined influences of corporations' sustainability and CSR policies, technology (digital disruption and transformation), and finance (financialization of real estate as an asset class). Noticeably, since the early 1990s, there has been increasing realization that corporate real estate management contributes to the competitive advantage of the firm, by being aligned with its corporate strategy (Nourse and Roulac, 1993; Roulac, 2001; Krumm and De Vries, 2003; Heywood, 2011). Real estate can be intrinsically linked to the firm's CSR and sustainability agenda (Eichholz, Kok, and Quigley, 2009).

Themes covered in the Special Issue include :

1. *Corporate real estate management* : how do skills, job function and responsibilities have evolved in the context of institutional, technological, digital and managerial changes over the last 20 years? What role can real estate be expected to play in corporate strategies in the coming decade?
2. *Property management in the age of climate governance and digital transformation*: how does the increasing focus on sustainability and technology impact property management? How do buildings affect their occupants' well being, health and productivity? What have we learned in recent years (e.g. Covid pandemics)? What innovations, technological and/or managerial can be implemented in managing sustainable, healthy and smart buildings? How will hybrid work models and teleworking affect demand for commercial and residential real estate in large cities?
3. *Buildings, cities, infrastructures and natural territories* : how do buildings fit within complex ecosystems made up of buildings, neighborhoods, cities and natural territories? How can the impact of real estate be measured in terms of economic, societal, environmental and cultural development of their natural territories? How does real estate fit in circular and regenerative economies at the local and regional levels? How do systemic and ecosystemic approaches in conceptualizing buildings' uses disrupt the foundations of value in real estate assets?

4. *Real estate investment and risk management* : how institutional, technological, digital changes as well as new business models affect value creation in real estate investment? How does the servitization of real estate (“Property as a service”) transform the business of real estate investment? What is the role of property managers in creating value for investors? What is the impact of sustainable and smart buildings’ certifications (e.g., LEED, Boma Best, BREEAM, HQE, DGNB, CASBEE, Well, WiredScore, etc.) on value? How do buildings’ life cycles impact risk management strategies in real estate investment?
5. *Innovations in real estate* :_how will PropTech, new business models as well as managerial, legal and financial innovations shape the future of real estate? How do innovations redefine the role of real estate in corporate strategies and/or its positioning as an asset class? How will digital innovation powered by big data and artificial intelligence impact facility management, property management and corporate strategies of property owners and investors ?
6. *Environmental, social and governance (ESG) impacts* : how do responsible investment criteria along with the new institutional, regulatory and reporting requirements promoting ESG and combatting climate change transform corporate owners’ and investors’ strategic management and governance model?

This is not an exhaustive list. Papers exploring other themes within the broader topic will be considered. The Special Issue Real Estate Management and Strategies : The Next Decade seeks to publish papers that develop and/or test theory, explore interesting phenomena and evaluate methodologies used in the field of real estate and management. We accept a diverse range of research methods including emerging quantitative and qualitative methodologies, e.g., big data analytical techniques, predictive analytics techniques and their applications to real estate.

In addition to submissions covering the interplay between sustainable, healthy, smart real estate and corporate management, we are also interested in the way innovations are changing the business of real estate itself, for commercial, residential and institutional properties.

Potential contributors will be encouraged to discuss their ideas with the guest editors (please contact Patrick Lecomte at lecomte.patrick@uqam.ca) including key theories and levels of analysis. Given the journal readership, it is also imperative to generate implications for managers and investors.

Deadlines and submission instructions :

- Deadline for submission of papers: **January 15th, 2022**
- Reports from referees sent to authors: March 1st, 2022
- Submission of revised papers: May 31st, 2022

To submit your manuscript, please follow closely the Journal of General Management submission guidelines: <https://us.sagepub.com/en-us/nam/journal-of-general-management/journal202705#submission-guidelines>

Please read the guidelines then visit the Journal’s submission site <https://peerreview.sagepub.com/jogm> to upload your manuscript. Please note that manuscripts not conforming to these guidelines may be returned.

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