



Motivational Factors for the Implementation of ISO-9001 in Construction Firms of Pakistan

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Abstract

Motivating public and private construction firms to implement various management systems in their firms is not a simple job. Especially in Pakistan, management system is a new practice, most of the construction firms are not aware about the benefits of management system and what will be achieved after the implementation of management system. The implementation of ISO 9001 Quality Management System (QMS) in the construction industry is a continuing development method, particularly in small construction firms. On the other hand, the awareness level and readiness level of construction industry firms in Pakistan is yet very low as associated to other countries of Asia and Europe where ISO 9001 initiated. The purpose current study is to determine most responsible factors which will motivate the public and private construction firms of Pakistan to adopt the QMS (ISO 9001). A questionnaire survey was conducted and a total of 337 out of 553 questionnaires were received from public and private construction firms of AZBAGIKHPUSI areas. The analysis results depict 3 significant factors, which will motivate construction firms of Pakistan to implement ISO 9001 are (1) to qualify for bidding (2) to improve quality management system of company (3) to reduce wastage. Hence, based on these results and findings, the construction companies require ISO 9001 certification system and registration with Pakistan Engineering Council (PEC) as a constitution passed for the construction firms then to qualify for the bidding.

Keywords: ISO 9001; Quality Management System (QMS); Motivational Factors; Construction firms and Pakistan.

1. Introduction

Throughout the world, construction projects are considered crucial in uplifting the social and economic development of the country. So, it is necessary to consider the importance of construction industry, for that purpose it is essential to determine the major causes affecting the productivity of the mentioned industry. The essential objects of any construction project are to complete it within aspects of iron-triangle [1]. To implement construction project effectively and competently, the construction firms need to adopt a management system that will guide them to achieve the planned objectives [2].

According to, Juran, J. and Godfrey, A.B., (1999), QMS is defined as a management system to direct and control an organization about quality issues [3]. QMS enables to achieve the goals and objectives set out in its policy and strategy. It provides consistency and satisfaction in terms of methods, materials, equipment, etc.; beginning with the identification of customer requirements and ending up by fulfilling their satisfaction [4]. ISO 9000 is a series of five international

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