CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Project Management is very familiar to the construction industry. It covers five main process such as planning, designing, financing, constructing and operating physical facilities which has a different perspective on project management for construction and specializing knowledge that can be very beneficial, predominantly in large and complex projects as it involves expertise in various specialities to provide valued services. However, it is very crucial to understand the ways of the different parts of the process getting together. Cost, scope and time are the triple constraints that usually need to be careful look when it coming together under project management. As a project management graphic aid, a triangle can show time, resources, and technical objective as the sides of a triangle, instead of the corners (Carl, Chatfield, Timothy & Johnson, 2003). Overlook on this triple constraints will cause excessive cost and delays as well as it resulted from poor coordination and communication breakdown among expertise.

Time means money, under extreme competition in the construction industry. Efficiency is a fundamental to construction projects after quality control. Hence, project management plays a vital role in each stage as from planning to implementation. There are many problems in the construction industry management such as multi-faceted which includes employment of illegal site workers, illegally dumping construction
waste, etc. However, the main problem in the construction management is lack of staff supervision which always slack and causes immoral employees to take the opportunities for granted by abusing their official power for personal gain. Employees that are mentioned are all the stakeholders involve in a project like project manager, engineers, architects and site workers.

However, quality and ethics are should be concomitant as to succeed in a project, individuals involve in the project should practice ethical practices. Quality is always related to ethical behaviour where one should do right things as it is effective to mend competitiveness, reduce costs, and fulfil customer’s satisfaction (Besterfield & Dale, 2003). According to George (1990) as cited from Everingham & London (2006), ethics is a systematic attempt to make sense of individual and social moral experience, in a way to determine the rules that ought to govern human conduct. Therefore, most of the individuals involved in the construction industry are not practicing good ethics practices. Those individuals are immoral and selfish as they only think on how to satisfy their desires. Consequences of unethical practices in the construction industry are severe. It is not only chucks the company’s profit but also leads to poor quality of the construction work as it causes harms to human life.

As prevention is better than cure, good ethics practices of project management in construction field should be implemented to help reduce all the immoral behaviour and have a clean business’s deal. The growing demand of good ethics practices in any forms of business has been highlighted numerously (Weymes, 2005). Thus, this research is to study the causes, impacts and remedies for preventing unethical practices of project management in construction industry by referencing a few cases on this issue. This will help in enhancing the quality of work and competitive edge of a construction company in order to achieve excellence. It is strongly proven that quality of projects is dependent on ethical behaviour in construction field as even succeed in projects, it would be not fulfil customer’s satisfaction and low quality (Rahman, Wang & Yap, 2010).
According to Oxford English Dictionary, ethics refer to the morals principles where a person is guided. Ethics can be important in many fields including project management. Ethics also always described as “doing right thing” and it is measured based on the degree of the trustworthiness and integrity in by which companies and individual conduct business (Mason, 2009). Conferring to the previous study from Mason (2009), he proposed that ethics are concerned about trustworthy and integrity for the customers especially in business. However, ethics are very important in construction field as well because in terms of managing projects, ethics play important roles to gain trustworthy from stakeholders. Stakeholders by mean are the person involves direct or indirectly in an organization and affect the organization’s objectives. Ethics are related to ethical behaviour in which described oneself “good” or “right” behaviour in philosophy. According to Bommer, Gratto, Gravander & Tuttle (1987), ethical behaviours are explained as those behaviours the correctness by which constitutes the moral intuition in business and the professions. This explanation is about individual who are having a right behaviour will show a good image on behalf of the professions that they have as their careers. In construction industry, a project manager should have a good behaviour as he/she represents the company’s image and to endure he/she reputation as an ethical project manager.

Agreeing to Rosenthal & Rosnow (1991), they mentioned that ‘...ethics refers to the system of moral values by which the rights and wrongs of behaviour... are judged’. The statement is about ethics that is not only refer to values instead ethics’ reference should be made to principles and standards concerning behaviour.

1.2 BACKGROUND OF PROPOSED STUDY

Ethics is the branch of philosophy which study on morality and the ways of thinking which guide human behaviour according to Everingham & London (2006). They have studied on ethics that implicates testing moral standards of society and asking how these standards apply to society’s lives and whether these standards are either reasonable or unreasonable. Yet, in construction industry this idea of standards of conduct is important to all participants operating at all tiers of projects and the study is