DETERMINING THE KEY COMPETITIVENESS INDICATORS FOR LOCAL CONSTRUCTION CONTRACTORS IN THE LIBYAN CONSTRUCTION INDUSTRY

ABDELNASER OMRAN\textsuperscript{1}
School of Economics, Finance and Banking, College of Business, University Utara Malaysia

RAJI WAREEZ OLALEKAN
School of Quantitative Sciences, College of Arts and Sciences, University Utara Malaysia

ABDU AZIZ HUSSIN
School of Housing, Building and Planning, University Sains Malaysia
E-mail: naser_elamroni@yahoo.co.uk

Abstract

The enhancement of the competitiveness of a construction company is one of the most important strategic tasks in construction industry and the concept of competitiveness has become a centre of attraction both locally and internationally. This study attempts to determine the key competitiveness indicators of the local construction contractors in the construction industry based on three important indictors namely management skills, technical ability and corporate image of the local construction contractors. Questionnaire survey was administered to 120 contractors randomly. Of these, only 93 were returned and analyzed. The findings of this study could succeed in determining some useful indicators for the local construction contractors’ competitiveness from the 3 used indicators “management skills aspect, technical ability aspect or even corporate image aspect. For instance, the two important factors that are perceived to be of greatest importance in determining the level of competitiveness with regard to the category of “management skills of the local construction contractors” was ranked the first important “Previous records about construction delays” with “RII=0.868”, followed by “Number of quality awards and punishments” was ranked the second with “RII=0.793”. The study was also

\footnote{\textbf{Contact address:}
Prof. Abdelnaser Omran
School of Economics, Finance and Banking, College of Business, University Utara Malaysia, 06010, Sintok, Kedah State, Malaysia
E-mail: naser_elamroni@yahoo.co.uk}
suggested several strategies one of these strategies is “increasing the communication and coordination among functional departments”.

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