ABSTRACT

Singapore aspires to be a centre for international electronic commerce activity. The launch of the Electronic Commerce Masterplan in 1998 marked the start of a campaign to bring electronic commerce to mainstream businesses and the public and to attract international electronic commerce activities to Singapore. The acceptance of electronic commerce, however, is slower in construction industry than in the IT or banking industry (Key Findings of ICT usage 1999). Hence, it is important that the issues faced by construction firms be examined so that appropriate strategies can be developed.

The study gauges Singapore construction industry's readiness in adopting Business-to-Business Electronic Commerce (B2B EC) and reports on the possible implementations of B2B EC in their existing systems to improve productivity and reduce cost efficiencies. Survey and Interviews were conducted on a sample of 36 construction firms, comprising BCA registered G6-G8 building and civil engineering firms, G6-G8 suppliers, consultants and developers. From the research findings, it was found that B2B EC can be applied in the construction industry to improve productivity and reduce cost inefficiencies. The study also concluded that Singapore construction firms are not overly receptive to B2B EC.

Key words:

Construction Industry

Business-to-Business Electronic Commerce

Application