ABSTRACT

Sun Tzu's Art of War was devised by a strategist of ancient China and aimed at triumphing in warfare. It emphasizes the importance of continuously and actively adapting to the demands of a changing environment. This corresponds to the construction industry as there are many challenges awaiting the contractor, not the least of which is the necessity to satisfy clients' demands for better quality.

Quality is the key to value creation; for that reason, contractors should treat it as a strategic issue. Strategic Quality Management has been applied in other industries by firms wanting to obtain a competitive advantage over their existing and potential competitors in a dynamic setting. However, the concept of Strategic Quality Management is still relatively new to Singapore contractors. This academic study thus makes an attempt to explore Strategic Quality Management by integrating it with Sun Tzu's Art of War. It aims to examine and analyze the extent of the application of Sun Tzu's Art of War with Strategic Quality Management in the construction industry. In particular, it surveys the views and feedback of professionals in the industry. Through the empirical data gathered, this research shows that Sun Tzu's Art of War appears to be similar to Strategic Quality Management in its thinking and practices with regard to the construction industry.

Keywords: Sun Tzu's Art of War
Strategic Quality Management
Integration
Contractors