

Are Construction Professionals Good Strategic Managers?

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Abstract

The ability to formulate strategy involves synthesising complex, uncertain and often ambiguous information that necessitates a continuous need for senior managers to develop appropriate cognitive attributes. Professionals involved in strategy formulation should be able to exhibit flexibility along with creativity to ensure that the organisation they lead is steered in the right direction in response to a changing and demanding business environment. This paper is set out to explore the strategy formulation capabilities of construction professionals. A range of senior managers from multidisciplinary construction organisations were interviewed in order to explore the various factors that contribute to the strategy formulation capabilities of the professionals. The key factors identified were knowledge and skills. It is suggested that such an evaluation can have a significant role in increasing and improving strategic thinking, thereby enhancing the process of strategy formulation by construction professionals.

Keywords

Capability, Strategy Formulation, Construction, Professionals Project Management