RETHINKING CONSTRUCTION MANAGEMENT PRACTICES TO ATTAIN SUSTAINABLE DEVELOPMENT GOALS

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CHAPTER 9

ROLE OF PROJECT MANAGEMENT CONSULTANT IN THE CONSTRUCTION INDUSTRY

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Abstract

The purpose of this study is to examine the function of project management consultants (PMCs) in the building sector and how they affect project success.

The purpose of identifying the represented organization was to gain insights into the different roles and perspectives of the respondents based on their organizational affiliations. Different organizations may have distinct priorities, project requirements, and expectations from the PMC. Understanding the types of organizations represented in the survey allowed for a more comprehensive analysis of the survey responses and their implications for the role of the PMC.

Introduction

The construction industry (CI) significantly boosts the country's economy, generates jobs, and opens up a variety of investment options. According to the India Brand Equity Foundation (2018), CI contributed 8% of India's GDP in 2017 together with an estimated investment of Rs. 50 trillion (US$ 777.73 billion) in infrastructure. Infrastructure growth offers a wealth of

options. By 2025, the industry has anticipated the rise by an average of 7.1% annually. Both it and the country's economic development have an impact. The size and complexity of construction projects have recently increased (Toor and Ogunlana 2008). Although the importance of the Indian construction sector is rising, its performance is still subpar. Despite the focus on the expansion of this sector, CI is having issues as a result of severe performance deficiencies. Low productivity, cost, and time overruns, and disagreements are linked to these deficiencies. Failure to identify performance areas during construction phases is one of the causes of the poor performance of construction projects.

Various nations have acknowledged the significance of the effort made to boost the state of the construction sector. For the industry's ongoing improvement, several actions have been launched by various nations (Ofori 2000). Despite the inherent value of performance assessment, according to Ankrah and Proverbs (2005), it’s not widely used because of the inadequateness of the measures, the complexity of the measurements, and the time- and money-consuming nature of the process.

Due to its complicated properties, CI is become increasingly dangerous and competitive (Walker 2002). Construction management research is important because the fierce rivalry in this industry needs to receive more attention. Organizational-level challenges are the main subject of most construction management studies. This study investigates a number of variables that have an impact on project performance. Measuring project performance is crucial while taking into account CI's worldwide influence. In order to provide assimilation solutions for problems that evolve on several levels, research at the project level is also required. Studies at the project level aid in understanding the nature of issues. Traditional building methods need to be replaced with innovative strategies in order to address the major issues encountered by CI (Kumaraswamy 2006). Although CI is faced with difficulties in all nations, these difficulties are different for developing nations because they include financial constraints, unstable global markets, a shortage of skilled team members, and fierce rivalry in the construction industry. As a result, initiatives to enhance CI performance have now been acknowledged by several nations for the industry's continual improvement at various levels. It's critical to pinpoint performance areas that have an effect on the success of building deal in order to promote continual improvement.

Construction is a project-based sector, meaning that in order to complete a project, a variety of stakeholders including the contractor, client, consultant, subcontractor, and construction management must collaborate. According to Ahmed and Mohamad (2016), a stakeholder should have the ability to