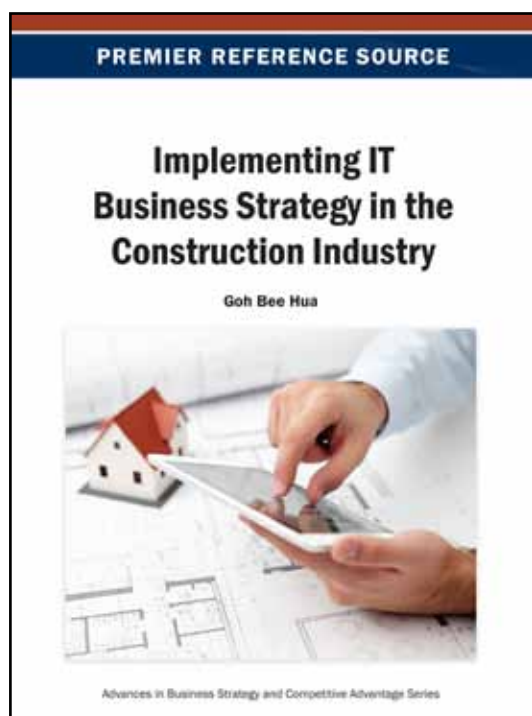


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Implementing IT Business Strategy in the Construction Industry



Part of the Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series

Goh Bee Hua
(National University of Singapore, Singapore)

Technology development has provided fundamental benefits of speed, precision, and convenience to common business strategies; providing not only a means for functional integration, but also an opportunity to enhance competitive capability of a business firm.

Implementing IT Business Strategy in the Construction Industry brings together topics on understanding business strategy and competitive advantage, as well as essential benefits of concepts and technologies for improving efficiency of the construction industry. This reference source is directed toward researchers, policy-makers, practitioners, undergraduate, and postgraduate students, in order to gain insights into the complex workings of the traditional construction industry and the concepts and tools used to facilitate a strategically IT enabled industry.

Topics Covered:

- Business Strategy
- Competitive Advantage
- Customer-Oriented
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- Strategic Planning
- Sustainable Competitive Advantage
- Traditional Practices of the Construction Industry

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Goh Bee Hua is a senior lecturer at the National University of Singapore (NUS). She received the NUS Overseas Graduate Scholarship to pursue her doctoral study at the University College London in 1994 and obtained her Ph.D. in Building Management in 1997. She had since contributed over 60 research articles to top peer-reviewed journals and several leading conferences in her field, including a book chapter on "Green BIM" in the *Handbook of Research on Building Information Modelling and Construction Informatics*. In 2007, she received the Outstanding Academic Achievement Award conferred by the International Federation for Information Processing's Technical Committee 8.9 on Enterprise Information Systems. In the same year, she also received the Merit Award from the Standards Council of Singapore in recognition of her meritorious service and contribution to the National Standardization Program on Construction IT. She also holds a M.Sc. in Building and B.Sc. in Building (2nd Upper Division) from NUS, and a Diploma in Building (with Merit) from the Singapore Polytechnic. She was practicing as a quantity surveyor before she joined academia.



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