

International Readings in

CONSTRUCTION BUSINESS & MARKETING

Khairuddin Abdul Rashid
Christopher Nigel Preece
Sharina Fariyah Hasan

IIUM PRESS
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA



International Readings in

Construction Business & Marketing

Editors

Khairuddin Abdul Rashid

Christopher Nigel Preece and

Sharina Farihah Hasan



IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
©IIUM Press, IIUM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Bibliography p.
Includes Index
ISBN

ISBN: 978-967-0225-52-4

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :
IIUM PRINTING SDN. BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan

CONTENTS

The Editors		iii
List of Tables		v
List of Figures		vii
Abbreviations		x
Contributors' Biographies		xiii
Introduction		xvii
Acknowledgement		xxii
	Part One :	
	Construction Business & Contract	
1	Best Practice And Challenges For Engineering Project Management Of Chinese Contractors In Overseas Market	3
2	Creating Demand Through Specification Selling	59
3	The Internationalisation Of Malaysian Property And Construction Firms: Investing, Accumulating And Exchanging Human Capital For Business Sustainability	109
4	Construction And Construction Education And Training In The Muslim World – A Preliminary Assessment And Policy Implications	(5137/21002) 167
5	Harmonising Principles Of Alternative Dispute Resolution From <i>Shari'Ah</i> For Promoting Efficient Management Of Construction Disputes	(1075/21005) 221
6	International Migration And Welfare Of Host Country – A Theoretical Model	(3457/21007) 271
	Part Two :	
	International Construction Marketing	
7	Using Case-Based Reasoning Decision Support System (CBRDSS) For Organization Design By International Construction Firms	307
8	The Development Of A Multidimensional Mathematical Measurement Model Of Construction Internationalization For Developing Countries	361
9	Country Of Origin (COO) And The Internationalisation Of Malaysian Housing Developers	451
10	Mode Of Entry Into International Construction Contracts: Views From Malaysian Construction Firms	481
Index		518

Chapter 5

HARMONISING PRINCIPLES OF ALTERNATIVE DISPUTE RESOLUTION FROM *SHARĪ'AH* FOR PROMOTING EFFICIENT MANAGEMENT OF CONSTRUCTION DISPUTES

AINUL JARIA Maidin, UMAR A. Oseni

5.0 INTRODUCTION

Construction disputes often arise from the direct result of miscommunication between a contractor and the client. When the work performed did not meet the client's standard or request, the parties may fail to pay for services. In some cases, the dispute may be due to a failure to perform or the result of a finished product that did not meet the safety code rules and regulations. Sometimes the dispute is regarding costs increase over budget or failure of the client to understand the written estimates. Whatever the issue, contracting disputes can be a messy situation and may require legal action from