

Evolving Risks and Emerging Opportunities in Malaysia's Quantity Surveying Profession

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Abstract: - This paper highlights the critical role of Quantity Surveyors (QSs) within Malaysia's construction industry. Given the various risks faced by the profession, such as financial constraints and economic fluctuations, this study aims to identify both the threats and opportunities for QSs in Malaysia. The key objectives of this study are to explore the opportunities available for the quantity surveying profession in Malaysia; to investigate the risks faced by the quantity surveying profession in Malaysia and to identify strategies for the survival and advancement of quantity surveying in Malaysia. Quantitative research was employed, targeting registered Consulting Quantity Surveying Practice (CQSP) in Kuala Lumpur. Data were collected from the Board of QSs Malaysia (BQSM) website in 2024, with 47 out of 109 CQSP respondents participating, representing a response rate of 43%. Key findings from the analysis, conducted using IBM SPSS Statistics Version 29.0, include the following; in embracing digitalization, QSs must adopt digital technologies to remain relevant in the industry, the lack of skills and technological knowledge among QSs poses the most significant risk, potentially affecting project success and continuous learning and skill enhancement are essential to address these risks and ensure QSs stay up-to-date with industry advancements. These strategies can support the development of the QS profession in Malaysia by addressing challenges and leveraging opportunities, thereby maintaining high-quality standards in the construction industry. The findings also provide valuable insights for decision-makers in formulating measures that balance risks and opportunities, promoting a sustainable and efficient quantity surveying profession.

Keywords: *Risks, Opportunities, Quantity Surveying Professionals, Strategies*

1. INTRODUCTION

QSs play a crucial role in the construction industry by managing project costs and ensuring efficient resource allocation. Their responsibilities include assessing building materials, analysing and monitoring expenses, and providing financial guidance to maintain cost efficiency (Ashworth et al., 2013). The core functions of QSs revolve around cost estimation, cost control, and financial management, all of which are essential for the successful execution of construction projects (Willis & Trench, 2020). By ensuring that projects remain within budget and are strategically planned, QSs contribute to the economic viability of construction projects and the sustainability of the built environment (Smith, 2014). The Royal Institution of Chartered Surveyors (RICS) emphasizes the role of QSs in minimizing project expenses, enhancing cost-effectiveness, and improving overall construction outcomes (RICS, 2021). Their expertise is crucial in mitigating financial risks, optimizing resource utilization, and maintaining compliance with contractual obligations. With advancements in technology, traditional quantity surveying methods have evolved, leading to greater efficiency in the industry (Dauda et al., 2024). Modern software tools, such as Building Information Modeling (BIM) and CostX, enable QSs to predict

costs, monitor project progress, and manage risks with higher accuracy. Additionally, real-time data analytics provides valuable insights that support informed decision-making, improving project management and financial planning (Keung et al., 2021).

As a result, Qs are increasingly positioned to add value and provide strategic support in construction projects, enhancing project management and cost control while contributing to the overall success and sustainability of the industry. Their evolving role underscores the need for continuous professional development to adapt to emerging industry trends and technological innovations (Ofori, 2012).

2. LITERATURE REVIEW

Qs play an important role in Malaysia's construction industry, monitoring project costs and ensuring effective resource allocation. Their key responsibilities include cost estimation, control, and financial management, all of which are critical for the effective completion of building projects (Zainon et al., 2018). Qs make a vital contribution to Malaysia's built environment's economic viability and sustainability by ensuring projects stay on budget and are properly planned.

The Board of Qs Malaysia (BQSM) governs the QS profession in the country, emphasising the role of Qs in lowering project costs and increasing cost-effectiveness. This regulatory control guarantees that Qs maintain high levels of professionalism and ethics, thereby improving construction outcomes (BQSM, 2023).

Technological improvements have substantially impacted the QS profession in Malaysia. The use of Building Information Modelling (BIM) has allowed Qs to better anticipate costs, track project progress in real time, and manage risks effectively. Research of the demand for BIM tools among Quantity Surveying consultant businesses in Selangor found that BIM has a favourable impact on the profession, showing a trend towards increased digitalisation (Ismail et al., 2019). Despite these advances, difficulties remain. The gap between industry needs and professional digital readiness highlights the critical necessity for Malaysian Qs to embrace technology changes to remain competitive. According to research, while digital technologies provide significant benefits, their adoption among Qs in Malaysia has been gradual due to a variety of barriers (Wong, 2017). To solve these issues, ongoing professional growth is vital. Strategies such as specialised training programs and workshops can help Qs improve their digital competences, keeping them relevant in an ever-changing construction industry. By implementing these tactics, Qs can help enhance project management and cost control in Malaysia's construction industry (Yap et al., 2023). For Building Information Modeling (BIM) to become widely adopted, Qs must invest in training, software, and equipment. However, this transition can create financial and practical difficulties, particularly for smaller firms that may struggle with high implementation costs (Xiao Qin & Tunku Abdul Rahman, 2012). In addition, during economic downturns, the construction industry often experiences reduced activity, leading to fewer project opportunities. Consequently, Qs may face a decline in service demand, resulting in lower professional fees and financial instability (Akinshipe et al., 2022).

Shayan et al. (2019) highlighted that the major challenges affecting the Quantity Surveying profession have been thoroughly examined, particularly the rapid advancement of technology, the integration of BIM in construction processes, and the lack of expertise in sustainability during the cost estimation phase. In Malaysia, the profession faces a complex set of issues, including financial constraints, susceptibility to economic downturns, and the urgent need for proactive strategies to mitigate these risks effectively. Addressing these challenges through continuous professional development, government support, and industry collaboration will be crucial for ensuring the sustainability and growth of Quantity Surveying in the country.

2.1 Opportunities in Quantity Surveying Profession

Quantity Surveying (QS) is an important profession in Malaysia's construction sector since it manages costs, ensures financial efficiency, and optimises resource allocation. As the industry evolves, numerous opportunities have arisen to improve the function of Qs and contribute to their professional development. There are growing demand for Qs in the construction industry. The QS profession in Malaysia has expanded beyond traditional

duties to encompass project management, risk assessment, and financial consulting. This expansion has widened the scope of QS services, creating an increased demand for specialists with varied skill sets (Ilmi et al., 2021).

Change management has become an increasingly significant aspect of organizational behaviours, and this trend extends to the Quantity Surveying (QS) profession as well (Ying & Kamal, 2021). To sustain profitability while adapting to evolving market demands, QS professionals are encouraged to diversify their expertise by expanding into related sectors such as facilities management. Given that buildings require continuous maintenance, QSs with strong contractual, financial, and procurement management skills can transition into facilities management roles. Moreover, QSs can extend their scope of work beyond traditional responsibilities by offering cost engineering services, professional consultancy, and strategic advice on construction and property policies. As client expectations continue to evolve, there is a growing demand for greater flexibility and a wider range of specialized QS services, positioning QS professionals as key advisors in the built environment sector (Ramdav, 2018).

Bin et al. (2020) suggest that Building Information Modelling (BIM) technology has become a valuable tool in the construction sector for increasing project productivity. QSs work in a variety of sectors, including contract management, conflict resolution, and legal advice. BIM enables project information to be converted into digital files that specify project details, resulting in increased utilisation in Malaysia. To be effective in BIM projects, QS experts must learn BIM skills such as recognising quantities from BIM models, regulating models for quantity restrictions, and becoming acquainted with the Common Data Environment (CDE). It is also necessary to work in a shared data environment (CDE), update cost plans to include project data, update cost estimates, and ensure the correctness of the model and the information it offers (Ying & Kamal, 2021). According to Tunji-Olayeni et al. (2019), QSs who employ various information and communication technologies (ICT) may have an advantage over their competitors and other construction professionals. To remain competitive, QSs must become familiar with information and communication technology (ICT). Building Information Modelling (BIM) and other digital technologies provide a competitive environment for the building sector. Artificial intelligence (AI) assists QSs with repetitive activities, reviewing data, and providing insights to improve time and cost management. As technology progresses, quality satisfaction can benefit from new data analytics tools that provide deeper project insights. Analysing large datasets to spot trends, optimise resource allocation, and boost overall project performance.

Quantity Surveyor Professionals QSs have extensive experience in cost management and construction procedures, allowing them to assist customers in achieving their sustainable goals throughout the life cycle of a green project (Rajapaksha et al., 2023). QSs can promote well-informed decision-making and increase the effectiveness of urban development initiatives by leveraging data-driven insights.

2.2 Risks in Quantity Surveying Profession

QSs are being obliged to embrace and use new technologies into their professional operations. However, the current construction management program requires assistance to effectively meet these demands, highlighting the urgent need for comprehensive updates and enhancements to ensure that QSs are well-equipped to navigate and leverage emerging technologies in the rapidly evolving construction industry (Shayan et al., 2019).

In today's construction landscape, clients want adaptive and thorough professional counsel on project cost, schedule, and quality. According to Ramdav (2018), the bill of quantities was an individual responsibility delegated to the quantity surveyor. Customer expectations in the construction business have gotten more difficult, with a significant increase in the need for customised designs and materials, innovative technologies, environmental sustainability solutions, and productivity enhancement (Shayan et al., 2019). Professionals in quantity surveying must adapt to various client needs that necessitate continuing skill improvement. Nonetheless, QSs may need to learn more about the specifications for recycled, alternative, and green materials (Omotayo et al., 2023). When comparing Malaysia to other industrialised nations, it was discovered that the country requires more experience with information applications connected to quantity surveying. The construction industry has been slow to adopt new software and information technologies, including the quantity surveying profession. This opposition may limit the field's advancement. Besides, traditional quantity surveying has continuously failed QSs,

resulting in project delays caused by cost and schedule overruns. These issues have plagued the architectural, engineering, and construction (AEC) industry for many years. (Ilmi et al., 2021).

Digitalisation and the construction sector are enhancing the dynamic and diverse nature of the quantity surveying profession. As a result, more work is required to meet client requests for a better knowledge of the need for sustainable building (Omotayo et al., 2023). Qs have several obstacles, including a lack of awareness of sustainable construction practices and a lack of direction on how to make sustainable approaches economically viable. They may also incur additional costs for training on sustainable practices specific to their field, insufficient databases on green building services, resulting in inaccurate quantity surveying, and a need for more skills and knowledge on life cycle costing and assessment related to projects they oversee. Geographically based requests for diverse services necessitate cultural awareness among Qs (QS) working in a variety of project locales, particularly when it comes to sustainable building. (Shayan et al., 2019).

The lack of opportunities for continuing education and career progression may limit Qs' capacity to learn new skills and stay current with industry best practices (Kibwami et al., 2021). According to studies, QS graduates must learn a specific set of skills to satisfy market expectations. The challenges that QS professionals confront in the construction sector, such as adjusting to advances like Building Information Modelling (BIM) and addressing environmental issues, indicate a deficit in their development and training. Ensuring accurate estimates for projects with sustainability aspects pushes QS graduates to investigate new costing methodologies (Nurul et al., 2023). It can be difficult for QS professionals to advance without proper training and professional growth.

2.3 Strategies in Quantity Surveying Profession

Businesses that leverage dynamic capabilities and business networks operate efficiently and withstand disasters with resilience (Jayalath & Gamage, 2021). Collaborative networks may help firms respond to changes in the business environment more effectively by leveraging the capabilities of varied partners. The organization's networking techniques include improved networking technologies to enhance reach and cooperative collaborations (Okereke et al., 2022). Improve networking systems to broaden your reach and engagement with prospective clients and stakeholders. Strong relationships with current clients can result in recurring business and referrals. Even during economic downturns, open communication and high-quality work may foster customer loyalty. Building networks is the key to a construction company staying in business during a recession and not contributing to the country's unemployment crisis (Mgbenu et al. 2023).

Effective marketing strategies should be deliberately developed to improve overall firm performance by positively impacting financial and non-financial measures, resulting in holistic success (Chong et al., 2020). A corporation can achieve greater marketing success in a competitive environment by strategically aligning marketing efforts with business objectives, boosting customer satisfaction and loyalty, and constantly measuring and adjusting to market changes. Public education on the profession through telecasts and broadcasts will also assist the public in distinguishing the services provided by Qs from other professions that utilise the suffix "surveyor" (Ojo et al., 2020). This explanation is required to prevent confusion and ensure that the public understands the unique information supplied by Qs.

Although the work of a quantity surveyor is critical in the construction industry, other professionals can also perform this function (Ilmi et al., 2021). Other businesses that provide similar construction and property services to their clients compete with Qs. Qs must strive for ongoing business improvement to remain competitive. A strong foundation in these areas will assist Qs remain relevant in new markets, improve customer satisfaction in the construction industry, and serve as a platform for global linkages (Ojo et al., 2020). Investing in professional development and ongoing training for Qs in developing nations ensures that they keep up to date on industry trends, technology, and best practices, which improves the project's overall capability. According to Smith (2004), diversifying quantity surveyor services aligns with the idea that they can remain relevant in the built environment for a long time by broadening their scope of work and adapting to changing client expectations (Ojo et al., 2020). Reliance on a single service supplier may expose Qs to risks associated with market volatility or shifts in demand for certain services. Diversification spreads risk, resulting in a more flexible company strategy. International

cooperation among QS companies may reduce risks to QS services in developing countries, boosting the profession's relevance (Ojo et al., 2020). Internationalisation fosters corporate contacts and opens the door to new prospects and partnerships. This can assist QS firms in poor nations get work, acquire international clients, and compete in global marketplaces. Quantity surveying services have grown in popularity because of globalisation. Globalisation expands quantity managers' opportunity to interact with specialists around the world. They can broaden their professional relationships and knowledge base by taking part in international projects, visiting conferences overseas, and joining international professional organisations.

The industry must reorganise old practices to incorporate new technologies that better meets the challenges ahead (Ojo et al., 2020). Clients frequently expect current and technologically advanced techniques from their service providers. By incorporating technology, Qs may match these expectations, improve client happiness, and differentiate themselves in the market. Continuous technological improvements make digital tools more sophisticated while remaining user-friendly. As technology advances, new solutions arise, specifically designed to simplify complex processes in the field of quantity surveying. The quantity surveyor's perspective may change, and they may realise that implementing digitalisation is not as difficult as they previously thought (Mardhiyah Aziz et al., 2023).

3. RESEARCH METHODOLOGY

This research aims to investigate aims to identify the risks and opportunities for the future of the Quantity Surveying Profession in Malaysia. The scope of the research includes the 109 Consulting Quantity Surveying Practice (CQSP), consulting firm in Kuala Lumpur, Malaysia, retrieved from the BQSM website, 2024. A sizable sample with a 43% response rate to gain an understanding of the whole issue.

As a method for collecting quantitative data, the research employs a questionnaire survey. Then, the data were analysed using a 5-point Likert scale to measure their agreement on each statement related to the issues. The analysis is then conveyed using charts and tables. This section has been specifically developed to achieve the objective of this research, which is to explore the opportunities available for the quantity surveying profession in Malaysia. The survey requires participants to rate their agreement on a Likert scale from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree".

4. RESULTS AND DISCUSSIONS

Table 1 Opportunities of quantity surveying professions

Items	Mean	Std. Deviation (SD)	Ranking
Embracing digitalization is important for QS to stay relevant in the industry.	4.94	0.247	1
The emphasis on sustainable construction practices brings new opportunities for QS.	4.89	0.375	2
QS can take advantage on the growing use of BIM in construction.	4.47	0.546	3
QS are playing an important role in promoting sustainability in construction projects.	4.43	0.617	4
The construction industry is evolving, with QS taking on larger roles and responsibilities.	4.00	0.956	5
The increasing demand for QS in the construction industry offers significant career opportunities.	3.98	0.967	6
Working with Smart Cities Programmes helps QS profession in terms of growth and innovation.	3.98	0.989	7
Globalization in the construction sector opens opportunities for QS to explore international markets.	3.55	0.619	8

Table 1 shows the opportunities for the quantity surveying profession. Adopting digitalisation, which is crucial for QS to remain relevant in the sector, has the highest mean value 4.94 (SD: 0.247). According to research by Akinshipe et al. (2022), digital technologies also help QSs by increasing their productivity through the simplification of data entry and management and the reduction of measuring effort in numerous areas with digitisers. A QS company can carry out normal tasks, obtain archived data, and connect directly with project stakeholders. This has broad ramifications for QS professionals, meaning that they can improve the quality of their work, manage procedures more effectively, and reduce errors by implementing digital tools. With a second-highest mean value of 4.89 (SD:0.375), the focus on sustainable construction practices opens new opportunities for QSs. Min (2017) backed up this claim by saying that QSs are essential professionals who are in a good position to assist clients in achieving their sustainable goals throughout the building life cycle of a green project because of their proficiency in cost management. A QS evaluates the materials and life cycle costs of buildings and other construction projects. It's also critical to remember that QS professionals have a vital role to play in bringing about change that supports the implementation of sustainable projects. With the third-highest value mean of 4.47 (SD:0.546), QS can benefit from the expanding usage of Building Information Modelling (BIM) in construction. The top three advantages, per a study by Bin et al. (2020), are lowering workload, increasing accuracy and quality of work, and saving QSs' time. They eliminate a lot of construction errors by taking the right amount from the model. Better communication, conflict-free construction, and enhanced visualisation result from this.

With a mean score of 3.98 (SD:0.967), working with Smart Cities Programs ranks second-last and contributes to the growth and innovation of the QS profession. In their article, Omotayo et al. (2023) demonstrated how organisational developmental strategies might reverse the construction industry's antagonistic role of QSs in favour of sustainable construction. By offering advice on how to save building costs for an environmentally friendly urban growth project, a QS contributes to a smart city initiative. They incorporate Internet of Things sensors to monitor the installed structures' condition in real time. 3.98 (SD:0.989) is also the third-lowest mean value. The growing need for QS in the construction sector, however, presents substantial career potential because it has the lowest standard deviation, ranking higher than the others. According to Mac-Barango (2017), to satisfy the evolving needs of construction clients, the quantity surveying profession has shifted from providing services primarily focused on measurements to offering a wider variety of services. A QS most certainly participates in a big, intricate infrastructure project. They settle various disputes, guarantee that financial documents are made available to the public, and make sure the business operates within a certain budget. With a mean score of 3.55 (SD:0.619), QS is the lowest ranked firm, however globalisation in the construction industry provides them the chance to examine other markets. According to Oke (2017), it will improve worker productivity, capital flow, and the achievement of economies of scale. The QS company expands globally by bidding on an infrastructure project in another country. They can work as members of a multicultural organisation, practise, and learn about transnational interactions.

Table 2 Risks of quantity surveying professions

Items	Mean	Std. Deviation (SD)	Ranking
Inadequate skill and knowledge technology among QS will give impact to project success.	4.47	0.546	1
Issues ineffective on standardization of processes in construction industry may result in poor quality project.	4.43	0.580	2
Insufficient knowledge of Sustainable Construction Techniques can hinder engagement in ecologically friendly project.	4.43	0.580	3
The readiness to accept new technologies is still poor among construction players.	4.40	0.648	4

Items	Mean	Std. Deviation (SD)	Ranking
Lack of training among QS may result in a gap in skills gap towards evolving industry demand.	4.04	0.999	5
Technological issues within the QS profession cause difficulties in terms of rapidly growing tools and software.	3.94	0.323	6
The complexity of client's brief becomes a great obstacle in the project management process.	3.94	1.051	7

Table 2 shows the summary analysis risk of the quantity surveying profession. The highest mean score is 4.47 (SD: 0.546) for QS's lack of technical expertise and understanding, which will have an impact on the project's success. Zainon et al. (2018) agreed with the statement that they will have to consider the additional expense of training current workers and even hire new BIM-trained staff as they transition to a new style of working in their company. QS experts in today's environment must stay up with current technologies, which, if disregarded, can have an impact on project outcomes as well as slow down procedures and productivity throughout the organisation. With the second-highest mean value of 4.43 (SD: 0.580), the construction industry's need to increase process standardisation could lead to subpar projects. As all the interconnected information and knowledge within the supply chain must be communicated, transferred, and integrated to produce the best design, reduce reworks, reduce errors, avoid missed information, produce a good cost plan, and more, Riazi et al. (2020) demonstrated in their research that the sequential nature of the process makes it worse. This leads to both a quality variance and a cost difference between the resource's real cost and its predicted cost. Knowledge of sustainable construction processes can aid participation in environmentally friendly projects, with the third highest score being 4.43 (SD: 0.580). Omotayo et al. (2023) acknowledged that QS may need to learn about ecological, alternative, and recycled materials. QS does not own or manage information about environmentally friendly products or materials. As a result, they recommend non-sustainable practices, which have a negative impact on the project's environmental features.

The intricacy of the client's brief becomes a substantial impediment in the project management process and is ranked last, with an average score of 3.94 (SD: 1.051). According to Oke et al. (2018), as stated by Yap et al. (2022), the construction industry has gotten more important and mature, clients are expecting more and faster, and complexity is increasing; thus, there is a need to improve QS's professional position and competency. Uncertainty emerges when estimating expenses, making project management challenging. Client relationships must be properly managed so that both parties fully comprehend one another. Technological concerns in the QS profession cause difficulty in rapidly developing tools and software, which rank second last with a mean score of 3.94 (SD: 0.323). Even if the mean value of the second lowest is the same as the lowest ranking, technological challenges within the QS profession pose difficulties in fast increasing tools, and software has the lowest standard deviation, therefore it ranks higher than the others. Alaloul et al. (2020) supported the claim that implementing new technology is expensive. The uncertainty of return on investment and other hidden costs, such as training and equipment maintenance, will add to the list, making it more difficult to implement. A QS may encounter some challenges, particularly when new software upgrades are available. Something as simple as being unable to efficiently organise themselves when confronted with a variety of rapidly changing technologies that impede their productivity. The third lowest mean rating is 4.04 (SD: 0.999), and a lack of training among QS may result in a skills gap tailored to changing industry need. Nurul et al. (2023) acknowledged that a lack of effective mentorship during orientation training can lead to QS graduates being confused in their job responsibilities. QS professionals should also attend seminars, get professional certification, and stay up to current on industry advancements.

Table 3 Strategies of quantity surveying profession survival in Malaysia

Items	Mean	Std. Deviation (SD)	Ranking
Continuous learning and skills acquisition systems keep QS to remain up to date.	4.51	0.505	1
Using technology in QS practices leading to improved efficiency and service delivery.	4.49	0.505	2
Collaborating with green-oriented businesses to promote sustainable practices allow QS to stay relevant.	4.45	0.583	3
Embrace the international potential and demand in the QS profession.	4.43	0.651	4
Building connection that would help QS for professional development within the industry.	4.40	0.577	5
Adopting creative and innovative methods to improve QS efficiency.	4.09	0.974	6
Expand the services provided by QS to meet changes in market demand.	4.04	0.292	7
Networking among professionals increased project opportunities and knowledge in QS profession.	3.60	0.577	8
Planning a marketing strategy to promote QS services efficiently.	3.55	0.544	9

Table 3 presents a summary analysis of quantity surveying profession survival strategies in Malaysia. The highest mean value is 4.51 (SD: 0.505) for continuous learning and skill development systems that keep QS up to date. Kibwami et al. (2021) agreed that CPDs can increase the likelihood of working with actual professionals and improve learning. A QS attends training classes on new computer systems for cost estimation. They learnt about information technology and artificial intelligence to reduce quantity. Using technology in QS procedures to increase efficiency and service delivery had the second highest mean rating, at 4.49 (SD: 0.505). According to Jayalath and Gamage (2021), greater service is critical for Quantity Survey Firms (QSFs) to stay alive in a challenging market since creating confidence and a solid relationship with the client is crucial to ensure services improve. QS can simply monitor and visually view the progress of a project, engage with other people and departments, and produce reports in the shortest possible period. Technology enables organisations to respond rapidly to increased business volumes, complete transactions with fewer paperwork and human input, and provide better service. Collaborating with green-oriented businesses to promote sustainable practices allows QS to remain relevant, which is the third biggest value 4.45 (SD: 0.583). Okereke et al. (2022) endorse the premise that achieving sustainable growth allows QSs to lead in other crucial areas of construction projects with a natural economic impact. A QS forms a strategic alliance with a company that focusses on sustainable construction methods. QS professionals may have a considerable impact on the environmental orientation of a project, resulting in long-term sustainability.

The lowest ranking is the incorporation of technology into Quantity Surveying (QS) methods has considerably increased efficiency, accuracy, and service delivery in the construction sector. With a mean value of 4.49 (SD: 0.505), QS experts clearly understand the necessity of technology integration. This is followed by second lowest ranking of continuous learning and skill building are critical to ensuring that QSs stay current with industry advancements and changing market demands. The high mean value of 4.51 (SD: 0.505) suggests that professionals strongly agree on the necessity of lifelong learning in the QS profession. The third lowest ranking

are planning a marketing strategy which plays an important role in raising the exposure and demand for Quantity Surveying (QS). However, with a mean value of 3.55 (SD: 0.544), this element is rated important when compared to continuous learning (4.51) and technological adoption (4.49). Regardless, having a strong marketing plan is critical for increasing business possibilities, attracting clients, and placing QS organisations competitively in the marketplace.

5. Conclusion

The field of quantity surveying (QS) in Malaysia offers several prospects, difficulties, and strategic paths for long-term viability. There are opportunities for QS professionals to increase productivity, improve cost estimation, and support environmentally conscious building due to the expanding use of Building Information Modelling (BIM) and the move towards sustainable construction methods. Critical dangers, however, nevertheless confront the sector, including a lack of expertise in cutting-edge technology, uneven legal frameworks, and a lack of awareness of sustainability initiatives. If these issues are not resolved, they may impede the development and efficacy of the profession. Proactive steps must be taken to guarantee the QS profession's long-term viability. Programs for professional development and ongoing education will give QS workers the tools they need to adjust to changing market demands. While a greater emphasis on sustainability measures will strengthen the profession's relevance in the global construction scene, the integration of digital technology will further improve project accuracy and efficiency. By adopting these tactics, Malaysia's QS sector can secure its place as an essential part of the nation's construction industry, overcome current obstacles, and take advantage of new prospects.

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