

Level of Readiness of Malaysian Surveying Professionals in Facing Liberalization

Nor Ashikin Mohamed Yusof and Mohd Yunus Mohd Yusoff (Malaysia)

Key words: Capacity building; Professional practice; liberalization ; surveying profession ; formulating policy ; business sustainability

SUMMARY

In July 2013 the Prime Minister of Malaysia has pledged to liberalize and fully open up certain professional and services sectors. The pledge is part fulfilment of Malaysian's international obligations under the World Trade Organization. One of them is engineering profession, inclusive of the surveying profession. With less than 18 months to go before the important dateline, it is interesting to know whether the surveying professionals are ready to take the full brunt of liberalization. It is also interesting to uncover whether the surveying community which covers land surveyor, quality surveyor, building surveyor and property manager, valuer and estate surveyor are able to compete in foreign markets as promised by the proponents of World Trade Organization. The paper looks into the impact of liberalization on the future of surveying professions, their professional practices and business sustainability in Malaysia. It shall particularly focus on the surveying community's level of readiness at individual and business organization levels in facing liberalization. The study is exploratory in nature. It adopts both, qualitative and quantitative approach, a most suitable methodology in exploring a new subject matter or area. It uses survey questionnaire as research instrument in collecting data amongst the practicing surveying professionals on nation wide basis. Literature review and data analysis indicated the community, in terms of individual professional and business entity are not responding sufficiently or quick enough in preparing themselves for a full blown liberalization. Data shows that a large portion of community is still unaware of the meaning of liberalization and its impact on the local economy and future of the surveying profession. Thus, they are not fully geared on formulating policy, strategy, action plans, capacity building and other activities to equip themselves and business organizations to face the onslaught of liberalization. There is a possibility that the surveying professional as a community may be unable to positively compete with their foreign counterparts in domestic consumer market or have an easy access to foreign market as initially anticipated. As a small and almost an elite group of professionals, the surveying professionals need to have appropriate strategy, action plans and activities to ensure their business sustainability in the wake of new wave of global competition.