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**Unleashing Potentials
Shaping the Future**

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INTRODUCTION

National Housing Policy (NHP) 2018-2025 emphasizes the need of improving **quality** and **sustainability** in Malaysian housing development (MHLG, 2018). In the **12th Malaysia plan**, the project delivery method needs to be improved to ensure **on-time completion**, **value for money**, and **sustainability** (Malaysia Economic Planning Unit, 2021). The need to increase sustainability are driving force that can also assist the widespread adoption of VM in the development (Farouk et al., 2021; Fewings & Henjewe, 2019). As a result, **VM is one of the most effective tools** for assisting the Malaysian construction industry in achieving sustainable public housing (Yu et al., 2018). To make the VM implementation successful, it is crucial to identify the VM's CSFs to ensure project success (Mohamad Ramly, 2015; M. M. Thneibat & Al-Shattarat, 2021).

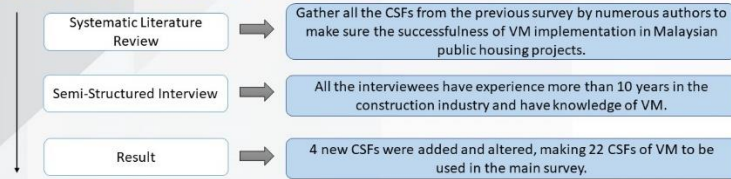
ISSUES/ PROBLEM STATEMENT

Land scarcity has forced property prices to rise as the urban population increases, making housing increasingly **unaffordable** and **less sustainable** for people (CIDB, 2021). Providing decent public housing is a significant difficulty for all emerging countries as demand grows yearly (Rahman et al., 2019). In Malaysia, affordable housing is an important issue that has arisen in tandem with the country's urbanisation development. Even though **76.7 percent** of affordable housing units had been constructed by the end of 2016, the housing crisis remains, particularly in the case of newly finished houses (Rahman et al. 2019). The government currently urges construction key players to promote **sustainable development**, especially in public housing projects (Lee, 2021).

OBJECTIVES

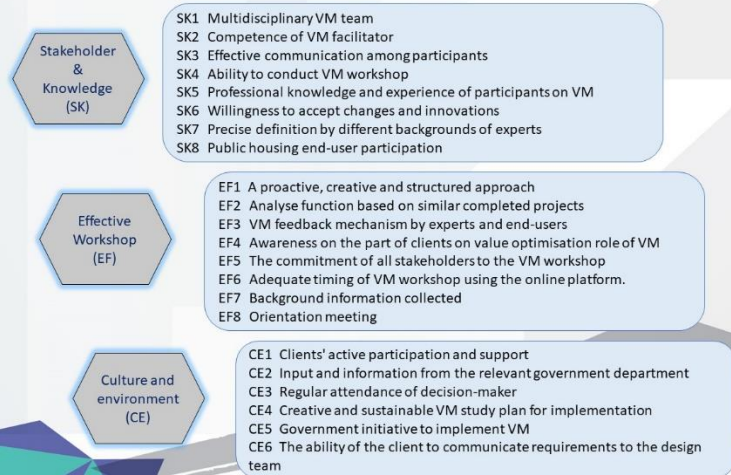
1. To analyse the CSFs of VM in Malaysian public housing projects.
2. To establish a sustainable success framework in VM/VE for Malaysian public housing projects.

METHODOLOGY

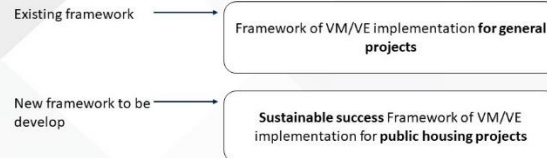


FINDINGS

The CSFs gathered and altered from literature reviews and interview is classified into 3 sets; Stakeholder & Knowledge (SK) with 8 factors, Effective Workshop (EF) with 8 factors, and culture and environment (CE) with 6 factors respectively.



NOVELTY



CONCLUSION

The **successful use of VM** needs a wide range of knowledge (CSFs in VM) in conjunction with a sufficient level of understanding of VM from diverse stakeholders. Hence, this preliminary study aims to **identify the CSFs of VM in Malaysian public housing projects** to make them more clear and more understandable. These findings could assist the government to provide better **quality and sustainable public housing** in the Malaysian construction industry. Findings could also be essential to promote sustainable construction, especially in public housing projects. This aligns with the Malaysian government's agendas to enhance the sustainability of public housing and give better satisfaction to end users towards public housing provided. The results reported in this study will be used for a future framework of VM that can act as drivers to **provide sustainable public housing**.

COMMERCIALIZATION

This study can be commercialized by collaborating this effort with the **KPKT, EPU, Developers, PWD, or CIDB** to reap the benefit of Sustainable Success VM/VE to the Malaysian public housing projects. Within their authorized scope of work, these agencies are expected to enforce their application in the construction industry.

RECOGNITIONS

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