Mapping issues in Malaysian wood-based industry using cognitive mapping approach.

ABSTRACT

Wood-based sector is one of the important sectors in the country earning a total of RM22.5 billion in 2008, making it the fifth largest industry contributing to export earnings. It is envisaged that the wood-based sector will grow to RM53 billion by 2020 (MTIB, 2009). In order to achieve the projected growth, the wood-based industry needs to map out its strategy and action plan. The objectives of this study were to identify the opportunities and obstacles present in the wood-based industry in Malaysia and to formulate recommended actions for the industry. A study was conducted where interviews and a workshop with stakeholders were held using the cognitive mapping approach where a network of concepts and issues were linked to form chains of argumentation. The concepts and issues were aggregated, linked and prioritized to form strategy statements. From the strategy statements, recommended actions were proposed. The recommended actions can be used to help chart future direction of the wood-based industry in Malaysia.