

Everyone's Smart University

Project (Spring 2021)

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Section	Date	Course Code
Master	Thursday 18 / 03 / 2021.	(PMG511)

PROJECT LEADERSHIP

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس 2021-05-20 في تمام الساعة ٩ مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
 - حجم الخط 12.
 - نوع الخط Arial.
 - لون الخط أسود.
 - المسافة بين الأسطر 1.5 line spacing.
 - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Sara Adel**

THE IMPACT OF LEADERSHIP SKILLS ON PROJECT SUCCESS IN **YOUR ORGANIZATION**: A CASE OF YOUR OWN.

Different leadership styles are the key factor in the success of any project. Project Leaders are responsible and accountable for the success/failure of the project. There are numerous responsibilities that are assigned to a Project Leader during the leadership journey.

YOUR MISSION:

Your research/project must provide an overview of information and knowledge in a corporate environment with an underlying theme of **defining leadership styles within applying the hard and soft skills** for that style needed by the leader to ensure successful project delivery in your organization. (You are required to demonstrate your understanding of the relevant body of works to real-life business research).

Choose one only of the following project leadership skills using the tools that we learned during the project leadership course; starting from identifying and assess the case till executing the project.

- Prioritization (Using tools for Estimation – Scheduling – Tracking – prioritizing stakeholders).
- Team management (Using Team structures – Team development stages – Team needs).
- Embracing Accountability (Using RASCI)
- Conflict resolution (Using the Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different sources of LEADER POWER).

What you have to do:

Your project task requires the preparation of a full project proposal that should contain the following components:

- **Introduction:** A detailed statement of the problem, research aim, and objectives that you would like to investigate and discuss. **(2 points)**

- **Literature Review and Conceptual framework:** An analysis of the literature relevant to the research topic that will give you the conceptual basis for conducting your research from the previous studies. **(2 points)**
- **Methodology:** Based on the conceptual framework, research aim(s), and objectives, you need to provide a detailed description of the data collection tools, data sources. **(2 points)**
- **Results and Discussion:** Description about the main findings of a research, outline your thoughts to defend your research and to emphasize the significance of it. **(4 points)**
- **References:** Lists all the resources you've used in your project, and your refereed journal articles as well. **(2 points)**
- **Appendices (If it is available in your study):** Any supplementary material you need to add. (Optional)

[Write the names of the chapters/sections of your research/ project and briefly discuss what you will write in those chapters/sections] .

Best of luck...

Dr. Sara Adel

تأثير مهارات القيادة على نجاح المشروع في مؤسستك: حالة عملية خاصة بالطالب.

أساليب القيادة المختلفة هي العامل الرئيسي في نجاح أي مشروع. قادة المشروع مسؤولون عن نجاح / فشل المشروع. وهناك العديد من المسؤوليات الموكلة لقائد المشروع خلال رحلة القيادة.

مهمتك:

يجب أن يوفر بحثك لمحة عامة عن المعلومات والمعرفة في بيئة المؤسسة الخاصة بك وهي موضع الدراسة مع تحديد أنماط القيادة في إطار تطبيق المهارات الخاصة بالقائد والمناسبة لهذا النمط الذي يحتاجه القائد لضمان تسليم مشروع ناجح في المؤسسة. (أنت مطالب بإثبات فهمك لما تم دراسته وتطبيقه بالأبحاث الواقعية في مؤسستك).

اختر واحدة فقط من مهارات قيادة المشروع التالية باستخدام الأدوات التي تعلمناها خلال مقرر القيادة في المشاريع.

- Prioritization (Estimation – Scheduling – Tracking – prioritizing stakeholders).
- Team management (Team structures – Team development stages – Team needs).
- Embracing Accountability (RASCI)
- Conflict resolution (The Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different source of power).

ما عليك القيام به:

تتطلب مهمة مشروعك إعداد مقترح مشروع كامل يجب أن يحتوي على المكونات التالية:

- مقدمة: بيان تفصيلي للمشكلة محل الدراسة، تحديد هدف البحث والأهداف التي ترغب في التحقيق فيها ومناقشتها من خلاله.
- دراسات علمية سابقة: تحليل الأدبيات والدراسات السابقة ذات الصلة بموضوع البحث والتي ستساعدك في مجال الدراسة لإجراء هذا البحث.
- المنهجية وطريقة البحث: بناءً على أهداف البحث، تحتاج إلى تقديم وصف تفصيلي لأساليب وأدوات جمع البيانات ومصادر البيانات والأساليب / الأدوات التي ستستخدمها.
- النتائج ووصف المناقشة حول النتائج الرئيسية للبحث: شرح مفصل للمشكلة محل الدراسة.
- المراجع: تسرد جميع المصادر التي استخدمتها في مشروعك، ومنها مقالات المجلات المحكمة أو المواقع المستخدمة للبحث.
- الملحقات (إذا كانت متوفرة في دراستك): أي مواد تكميلية تحتاج إلى إضافتها. (خيارية).

{اكتب أسماء فصول وأقسام (البحث / المشروع) الخاص بك، وناقش بإيجاز ما ستكتبه في كل قسم}.

كل التوفيق لكم جميعاً.....

Dr. Sara Adel

Retail Website Development

1. Introduction:

E-Business has a growing impact on our world and has revolutionized many aspects of human activity. Understanding its wider context is essential. Especially during covid-19, with lockdowns all over the world many of us spend more time than ever on our computers, laptops, smartphones and tablets. Either on zoom doing a meeting call or doing an online shopping, our digital reliance is on high all the time. This means that as a business owner it's important to match this demand and ensure that you have a website that is relevant, up to date and offers a great user experience.

Through the pandemic, many businesses had to close their stores to keep their customers and employees safe. Most of the businesses now are offering digital storefront, so the website can have a wide geographic range. The company faced many difficult times during the lockdown, so we decided to develop an online store to increase the sales and be prepared for such incidents.

2. Project overview:

The major part of this project is to have the desired knowledge, experience and skills to build an online store. The main idea here is to know what are the user requirements and market needs and build a dedicated website that can serve their needs. In addition to that, we should keep in mind the technical challenges of designing and developing an e-Business web page that we can face. In this project, the leader is prioritizing the tasks based on the degree of importance. Tasks can be: urgent and Important, Important but not urgent, not urgent and not important. In addition to that, making the project's schedule visible for everyone, creating project backlog, managing the team for short and long game, maintain the budget and keep tracking.

3. Literature Review and Conceptual framework:

In the literature review we found 17 distinct design elements in research that affect user engagement. They were (1) how is the website logically organized, (2) content efficacy, (3) navigation, (4) graphical representation (5) purpose of the website, (6) valid , (7) simplicity of the design, (8) Fairness and objectivity of the provided information, (9) credibility of the information, (10) consistency/reliability of the design, (11) accuracy of the information,(12) loading speed of the website, (13) security/privacy of the website, (14) interactive of the website, (15) strong user control capabilities, (16) readability, (17) efficiency of the website. For each of the above, we calculated the proportion of studies mentioning the element. These elements provided with details to the web designer as a guideline to help in developing the website.

In addition to that. We developed our conceptual model following the conceptual framework analysis procedure described in Jabareen (2009). Conceptual framework analysis procedure describes grounded theory based approach to build conceptual frameworks utilizing comprehensive literature reviews (Jabareen 2009). We developed our conceptual model for trustworthiness. Trustworthiness is an important aspect we have to address in the website design, especially in retail businesses as websites are the core of Internet marketing strategies. Website trustworthiness give the customers insight of whether the business can deliver the goods and provide assured services, believability of the information provided on the site by the company, and overall confidence of the business capabilities (Urban et al. 2009). Empirical studies have been conducted to demonstrate that website trustworthiness plays influential role in enabling a visitor to engage in actions such as transactions, follow provided advice, and share information (Büttner and Göritz 2008). Research also indicates that usage of appropriate website design elements are key to promote trust and affect visitors' intended behaviors such as making a purchase (Bart et al. 2005). Website trustworthiness can be described as willingness of a visitor to take part in a transaction with a business (Ganesan 1994). Trust can include two dimensions: credibility and benevolence (Ganesan 1994). Credibility refers to the degree to which a visitor trusts information provided in the site. Benevolence refers to the degree to which the visitor

believes that business is interested in visitors' welfare and motives to seek mutual gain (Ganesan 1994). Therefore, benevolence dimension associates with business's ability to protect visitor's personal and financial information from potential loss to hackers. Thus, benevolence dimensions of trust are consistent with privacy and security concerns of the visitor.

4. Methodology:

Different research techniques were used in this project such as document analysis, questionnaire and interviews. A comparison was made between multiple website builders to select the best platform to create the website. All the used data was in qualitative form. The document analysis includes website usability, using the website as marketing tool and understand the requirements of a good website. The interview was conducted between multiple group of people just to understand the requirements of the customers. In addition to that, interviewing the employees of the company was necessary to know the computer skills of the company's employees. The comparison between different platforms helps employees to choose that best platform.

5. Discussion:

The main objective of this project is to develop a new retail website. So, the customer can easily use the website without the need to visit the store. The website was created successfully according to the market's and company's requirements. The website developer was chosen to create the website, and proper training and guidelines were giving to the employees so they can maintain the website easily. From the beginning of this project there was a good coordination and communication between the commissioner and the project's team through the whole journey of web development such as: clear requirements, choosing the best platform, layout and the design, functionality and managing the content. Besides that, the communication skills has been improved because of meetings and training sessions with company employees. Many other experiences were achieved based on real-life working environment. Face to face interview with the company's customer was a great experience to learn about the customer needs.

The exploration of web page interaction and its design makeup can provide a means to understand the factors that elicit feelings that invoke the perceptions of trustworthiness and credibility. This in turn would provide the basis for effective design to attract and retain visitors. Moreover, several research studies have been conducted on website trustworthiness, however, these studies have been spread, if not, focused on one or two concepts of trustworthiness. As a part of future work, we intend to expand the design element and develop a holistic model that provides necessary information for web designers to understand which design element affects which aspect of trustworthiness.

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