

Graduation Project - Part 1

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Project Title:

The Impact of Time Planning on Project Success in the Service Sector: An Applied Study on Event Management Companies

Chapter One: General Framework of the Study

1.1 Introduction:

In the contemporary business world, projects have become a primary tool for achieving organizational goals, especially in sectors that rely on phased achievements such as the service industry. Time planning is considered one of the most critical elements of project success, as it helps in organizing resources, setting priorities, and ensuring that objectives are met within the scheduled timeframe. However, many projects still suffer from delays that negatively impact implementation quality and customer satisfaction. In this context, professional project management—specifically time planning skills—emerges as a key success factor. This study aims to explore the relationship between time planning and project success, with a focus on the event management sector, which is highly time-sensitive.

1.2 Research Problem:

Despite the critical importance of time planning in project management, a noticeable gap remains between theory and practice in this area, particularly in the service sector.

1.2.1 Theoretical Gap:

Several studies have addressed project success factors, yet certain theoretical aspects related to the impact of time planning on success criteria remain underexplored, especially in rapidly changing service environments.

1.2.2 Practical Gap:

Many event management companies frequently face project delays, indicating poor application of time planning principles despite the availability of tools and methodologies.

Main Research Question: What is the impact of time planning on the success of projects in event management companies?

1.3 Significance of the Study:

1.3.1 Theoretical Significance:

This study contributes to narrowing the knowledge gap regarding the relationship between time planning and project success in unconventional service environments.

1.3.2 Practical Significance:

The findings of this study will provide practical recommendations for event management companies to enhance their time planning strategies and reduce the risk of failure or delays.

References:

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2. Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling (12th ed.). Wiley.
3. PMI (2021). A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – 7th Edition. Project Management Institute.