

Final Project 2

Code : COD PMG 497

Project Template

Faculty of Management
Midocean University

عنوان البحث

The Silent Driver of Project Success: Exploring the Impact of Communication Efficiency

المحرك الخفي لنجاح المشاريع: استكشاف أثر كفاءة الاتصال

إعداد /

يوسف العوفي

إشراف /

د. عبد الرحيم نادر

عضو هيئة التدريس - كلية الادارة - جامعة ميدأوشن

Introduction

The research methodology used in analyzing the effects of communication efficiency on the success of a project is outlined in this chapter. In this chapter, the reader will be introduced to the research philosophy, research approach, research strategy, target population, sampling technique, means of collecting data, sources of data, and analysis techniques. Choosing the right research methodology is very crucial since the results of a research must be accurate, reliable, and valid. As mentioned above, the aim of this research is to analyze the link between communication efficiency and the success of projects; hence, a quantitative research methodology was found to be the best choice.

Operational Definitions for Research Variables

In the present research, the connection between the following variables is studied – communication efficiency as an independent variable and project success as a dependent one.

Communication efficiency implies that project participants are capable of exchanging the information related to the project accurately clearly and in a timely manner. This process involves using the appropriate means for the exchange of information in such a way that the project participants receive all necessary information timely and without distortions. Communication efficiency ensures that coordination takes place, decisions are made easily and misunderstandings are avoided

Project success involves the ability of the project to accomplish the planned goals within the set scope budget schedule and quality standards Furthermore project success also includes client satisfaction and the effectiveness of the outputs produced as a result of the project completion.

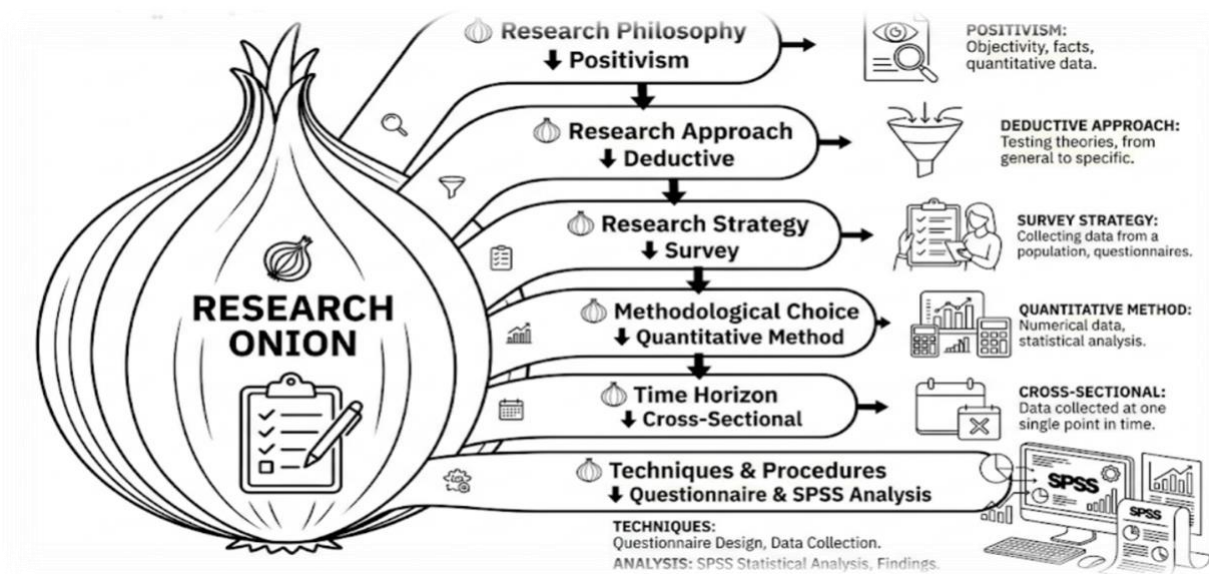
It is assumed that the communication efficiency will positively influence project success

Research Design (Research Onion)

The Research Onion concept developed by Saunders et al. (2019) will serve as the conceptual framework for the research design. This model allows selecting methodological approaches properly and guarantees consistency within the entire process of conducting the research. The positivist research philosophy forms the basis of the study, which means that social phenomena can be studied with the help of observable data and statistical analysis. Such a methodology is relevant for the current research as it aims to investigate the relations between certain measurable variables.

Deductive research approach is used, which implies testing of theories and concepts by conducting an empirical study. The research starts with assumptions, which are developed based on the information found in literature and ends with the collection of data for verifying the The research uses survey methodology as it helps to obtain quantitative data from a considerable number of respondents engaged in projects. The structured questionnaire is applied in order to collect information about communication and project performance

In addition, cross-sectional time horizon is chosen for collecting the required data as it implies



obtaining data in one moment of time rather than during a long period of time.

Research Population and Sampling Method

The population of this study comprises of the project managers, supervisors, project team members and other employees who are involved in the project implementation in different organizations. These people have been chosen since they have practical experience in regard to communication processes and project implementation, and hence can offer valid information in regards to the research variables

To get representative data, the researcher will be using a simple random sampling technique that allows each individual in the target population an equal chance of being included in the study. This approach aids in eliminating sampling bias and thus increasing the validity of the collected data

The sample chosen will comprise about 150-200 participants. This sample size is considered sufficient enough for carrying out statistical analysis and getting useful results about the association between communication effectiveness and project success. The sample will be characterized in terms of the following demographic factors:

- 1- Age
- 2- Educational qualification
- 3- Job position
- 4- Years of experience
- 5- Industry Sector

The inclusion of these demographic variables will assist in having a better understanding of the background of the participants

Data Collection Method

The study relies primarily on a structured questionnaire as the main instrument for collecting data. The questionnaire was selected because it enables the researcher to gather information from a relatively large number of respondents in a cost-effective and efficient manner while ensuring consistency in data collection.

The questionnaire is divided into two main sections. The first section focuses on gathering demographic information about the respondents, while the second section measures the study variables related to communication efficiency and project success.

The measurement of communication efficiency is based on several dimensions, including:

- Accuracy of information
- Clarity of communication
- Timeliness of information exchange
- Effectiveness of communication channels
- Availability of feedback mechanisms

Project success is assessed through indicators such as:

- Achievement of project objectives.
- Completion of tasks within the planned schedule.
- Compliance with budget requirements.
- Quality of project deliverables.
- Stakeholder satisfaction.

All questionnaire items are measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). The collected responses are subsequently coded and prepared for statistical analysis using appropriate analytical techniques.

Types of Data

The research relies on both primary and secondary sources of data. Primary data are obtained directly from respondents through the questionnaire and represent the main source of information for testing the research hypotheses.

Secondary data are collected from academic books, peer-reviewed journals, previous research studies, and project management literature. These sources provide the theoretical foundation for the study and assist in developing the conceptual framework and research instruments.

The integration of primary and secondary data enhances the overall quality of the research and contributes to a deeper understanding of communication efficiency within project environments.

Statistical Analysis Procedures

Once data collection is complete the answers will be coded and inputted into SPSS software for analysis purposes. The use of descriptive statistics methods such as frequency percentage mean and standard deviation is done to obtain an overview of the respondents and analyze the distribution of the research variables

Reliability of the survey instrument can be assessed through the use of Cronbach's Alpha coefficient. Reliability coefficient of a survey shows consistency of items used in the survey and the validity of the tool for data collection.

Pearson correlation method is then used to ascertain the existence and nature of relationship between communication efficiency and project success Moreover simple linear regression is done to find out how much communication efficiency predicts project success and whether its effect is statistically significant.

All statistical methods will be analyzed using a level of significance of 0.05

Conclusion

The procedures used in the current study have been described in this chapter. The study utilizes a quantitative methodology that is underpinned by the positivist philosophy and deductive approach. Data collection takes place via the use of a structured questionnaire administered to people engaged in project management. The methodology ensures a scientific and systematic investigation into the effect of communication efficiency on project success.

References

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دار الحامد للنشر والتوزيع.