

Midocean University
Faculty of Management
Project Management

**The Efficacy of Modern Project Management
Techniques on the Performance of Small Enterprises:
Applied on Asem Films Company, Riyadh, Saudi Arabia
“A Case Study”**

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Graduation Project 1

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The Efficacy of Modern Project Management Techniques on the Performance of Small Enterprises: A Case Study of Asem Films, Riyadh, Saudi Arabia

1. Introduction:

For small firms in particular, there is typically a chaotic universe of possibilities and obstacles. Even if they shouldn't be, modern project management techniques are also necessary to preserve and enhance the competitive edge.

The present study dives extensively into the effectiveness of these techniques in the context of Asem Films, a rather compact area located in Riyadh, Saudi Arabia. As if any of us had time for that, the research's primary objective is to ascertain how various approaches impact the operation's overall efficacy. Apart from project results, and perhaps even more importantly, overall business success.

This is a pointless yet rather humorous item to note: Surprising to you, a group of business managers is frequently referred to as a headache due to how much stress they can cause.

This assignment's research should provide a deeper comprehension of the methods now in use that may have an impact on a small business enterprise's success and serve as a guide for navigating the complex world of company management.

Managers need to keep in mind the essential components of successful company management for small businesses, just as an elephant never forgets!

Asem Films and other small businesses are vital to Saudi Arabia's economy because they create jobs, innovate, and diversify the economy. However, because of resource constraints, talent gaps, and the need for flexibility in the face of market volatility, the complexities of project management pose particular challenges for these organizations (Hornstein, 2015). In this situation, using contemporary project management methods becomes a feasible tactic for small businesses looking to improve their capacity to complete projects on time, allocate resources as efficiently as possible, and achieve their strategic goals in a cutthroat market.

The need to close the knowledge gap between theoretical understandings and real-world applications in small business management is what inspired Asem Films to explore the efficacy of modern project management methodologies. Although the research currently in

publication sheds light on the advantages of contemporary project management techniques, there is a dearth of empirical data that is relevant to Saudi Arabian small businesses (Kerzner, 2017). This research attempts to close this gap by providing practical insights that improve project performance in similar organizational settings and help decision-making through a thorough case study of Asem Films.

Throughout the project lifecycle, modern project management approaches use a wide range of methodologies, tools, and frameworks to enhance communication, expedite project processes, and reduce risks (Schwalbe, 2015). Designing these strategies for small businesses requires a sophisticated strategy that takes into account the special traits, goals, and limitations of the company (Verzuh, 2015). Small businesses may overcome typical obstacles including scope creep, budget overruns, and deadline variations by utilizing contemporary project management techniques, which will improve project results and encourage long-term growth (Harris, 2007).

This study goes beyond a simple analysis of project management methodologies to include their wider implications for organizational effectiveness and strategic coherence. Using a study of the execution of contemporary project management methodologies at Asem Films, this research seeks to identify critical success elements, obstacles, and optimal approaches that are transferable to other small businesses functioning within comparable environments. In addition, the study aims to clarify how organizational culture, stakeholder involvement, and leadership contribute to Maintaining scientific integrity, objectivity, and accuracy is essential on this exploratory trip. This study seeks to reveal complex insights about the effectiveness of contemporary project management practices at Asem Films using a variety of qualitative data-gathering methods, such as observations, interviews, and document analysis. The study aims to produce findings that are theoretically grounded and contextually relevant by using a systematic analytical approach and triangulating data from various sources. This will add to the growing body of knowledge on project management in small enterprises, particularly in the Saudi Arabian context. the acceptance and use of contemporary project management techniques in small businesses.

2. Research Problem:

This research journey requires a dedication to methodological rigor, objectivity, and accuracy. Applying a variety of qualitative data-gathering approaches, such as observations, interviews, and document analysis, this study seeks to discover complex insights into the effectiveness of contemporary project management practices at Asem Films. The research attempts to produce findings that are theoretically sound and contextually relevant by combining data from various sources and using a methodical analytical approach. This will add to the growing body of knowledge on project management in small businesses, especially in Saudi Arabia.

2.1. Theoretical Gaps:

Insights from practice on present project management methods and their impact on small business performance in Saudi Arabia are frequently absent from theoretical frameworks found in the literature. Current theoretical models could not adequately account for the distinct obstacles and chances encountered by tiny businesses such as Asem Films, which could delay the creation of complete structures for efficient project management within this milieu. Therefore, there are gaps in our theoretical understanding on how modern approaches to project management interact with small organization traits such as stakeholder engagement, organizational culture, and leadership style that are very critical in making projects successful (Kozhakhmetova et al., 2019) .

2.2. Empirical Gaps:

There is an absence of adequate studies on the use and efficacy of the modern project management methods in small businesses particularly in Saudi Arabia. It is challenging to provide evidence-based tools and recommendations for small companies to obtain competitive advantages from the existing project management techniques because of the lack of empirical data. Furthermore, existing research has a tendency of often failing to notice the specific problems and opportunities that small businesses like Asem Films experiences rather focusing on bigger organizations or general project management techniques. Therefore, the empirical studies which focus on the evaluation of contemporary project management approaches implementation in the small businesses of Saudi Arabia are strongly required (Kulkarni et al.,2021).

2.3. Research Question:

What is the impact of the modern project management techniques in the enterprise productivity and success of small businesses?

3. Research Significance:

This study presents significant implications for the theory of project management, small-business management and the real-world practice. The primary aim of this research is to obtain a deeper understanding of the roles that contemporary project management methodologies play in improving project success and organizational performance in Small enterprises, especially in Saudi Arabian context, by bridging the identified gaps in the theoretical and empirical studies.

This study thus continues to explore ways on how the small-scale enterprises can use the simple and affordable measures to be able to continuously improve their project processes and ultimately the growth of their firms.

3.1. Theoretical Significance:

The creation of knowledge and the establishment of research bases are the main objectives of this research, and its outputs are theoretical frameworks interconnected with the project management strategies and project performance.

3.2. Empirical significance:

This population will be analyzed to receive an insight into the organizational performance measuring the success of the project. The study is meant to focus on the reduction of the statistical difference between the theory and practice of project management. This is as well done to improve the results of the projects and efficient utilization of the resources by using the clearly defined project management's practices and results-directed decision-making process (Kulkarni et al.,2021).

4. Research Questions:

The current study aims to answer the main Research Question:

What is the impact of the modern project management techniques in the enterprise productivity and success of small businesses?

In order to answer this question we would have to answer the following sub questions:

- 1- How does project planning affect small business success?
- 2- how does Quality Management relate to project management techniques and influence the productivity and success of small businesses?
- 3-To what extent does Asem Films utilize modern project management techniques, and how does it impact its productivity and success?

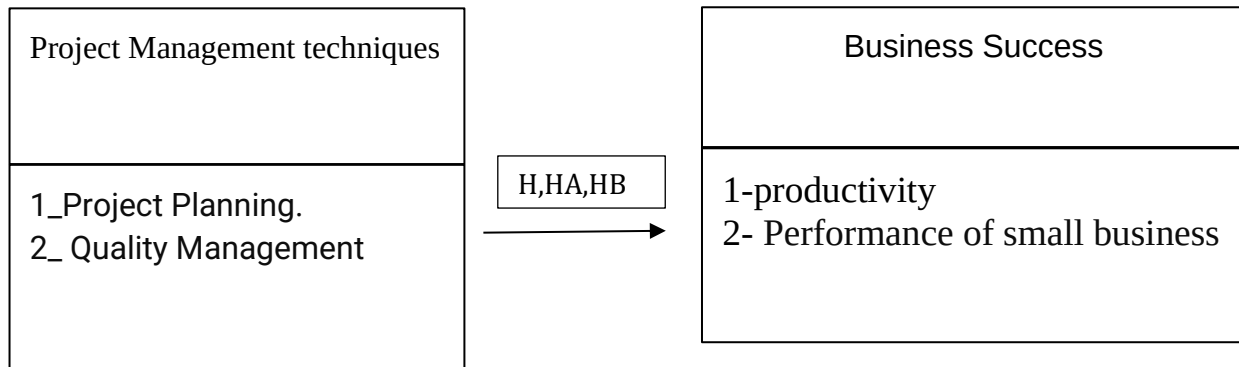
5. Research objective:

- 1-To assess the impact of modern project management techniques on productivity and success levels in small businesses.
- 2- To Study the impact of project planning on the success of small projects
- 3-To examine the relationship between Quality Management and project management techniques and their combined effect on the productivity and success of small businesses.
- 4-To evaluate the implementation of modern project management techniques within Asem Films and its influence on the company's productivity and success.

6. Research Hypotheses:

- 1-There is a positive correlation between the adoption of modern project management techniques and levels of productivity and success in small businesses.
- 2-There is a positive relationship between project planning and the success of small projects
- 3-There is a positive correlation between the integration of Quality Management principles with project management techniques and enhanced productivity and success levels in small businesses.

7. Conceptual model:



suggested project model. Source: Researcher

8. Empirical Study :

8.1. Introduction:

A technology company that provides various services in the fields of innovation, technological development, data analysis, and management consulting. Its products include custom software solutions, web applications, data management systems, and cybersecurity solutions. The company is distinguished by the quality of its services and providing innovative solutions that meet customer needs efficiently and effectively

The importance of studying within an information technology company is represented in several points:

8.1.1. Services:

8.1.1.1. Innovation and Technological Development: Conducting research within a company can help it identify areas of innovation and technological advancement. By studying topics related to effective communication, teamwork, project results, and other related areas, a company can enhance its technology solutions and services to remain competitive in the market.

8.1.1.2. Data analysis and decision making: Research into topics such as project communication channels, stakeholder engagement, and team cohesion can provide valuable insights for data analysis within a company. This data-driven

approach can support data-driven decision making, leading to more efficient operations and strategic planning.

8.1.1.3. Improving service quality: By understanding the impact of effective communication, teamwork, and project management on results, a company can improve the quality of its services. Implementing findings from research can help streamline operations, increase customer satisfaction, and deliver innovative solutions that efficiently meet customer needs.

8.1.1.4. Cybersecurity Solutions: Given the increasing importance of cybersecurity in today's digital landscape, research into cybersecurity-related topics can help a company develop robust security solutions. Understanding the challenges and best practices in cybersecurity through research a company can provide cutting-edge security services to its clients.

8.1.1.5. Customer orientation: Research within a company can focus on understanding customer requirements, market trends, and industry best practices. By directing research objectives according to customer needs, the company can ensure that its services remain high quality and innovative, meeting the evolving demands of the IT industry.

In conclusion, conducting research within an IT company can drive innovation, improve service quality, enhance data analysis capabilities, enhance cybersecurity solutions, and maintain customer orientation. By investing in research and exploiting its results, the company can assume a leadership position in the IT sector and continue to provide high-quality and innovative services to its customers.

9. Research Onion:

Research Philosophy: Positivism

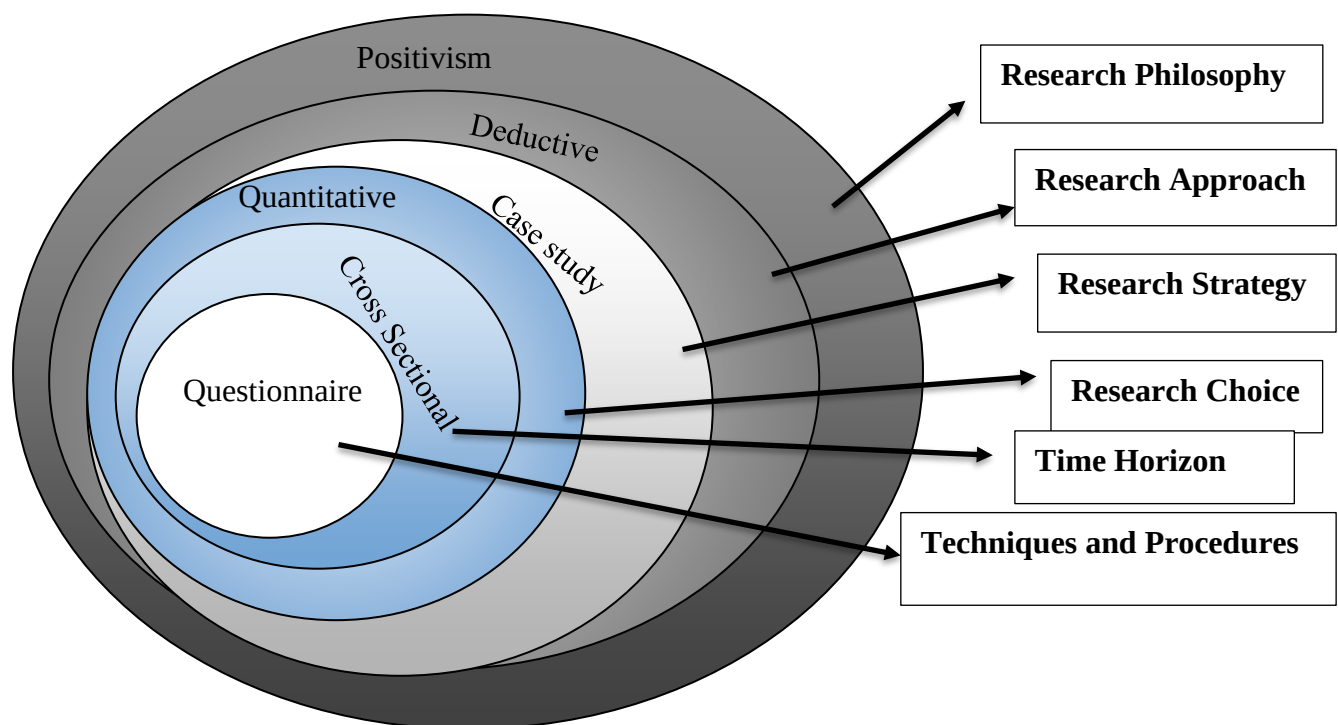
Research Approach: Deductive

Research Strategy: Case study.

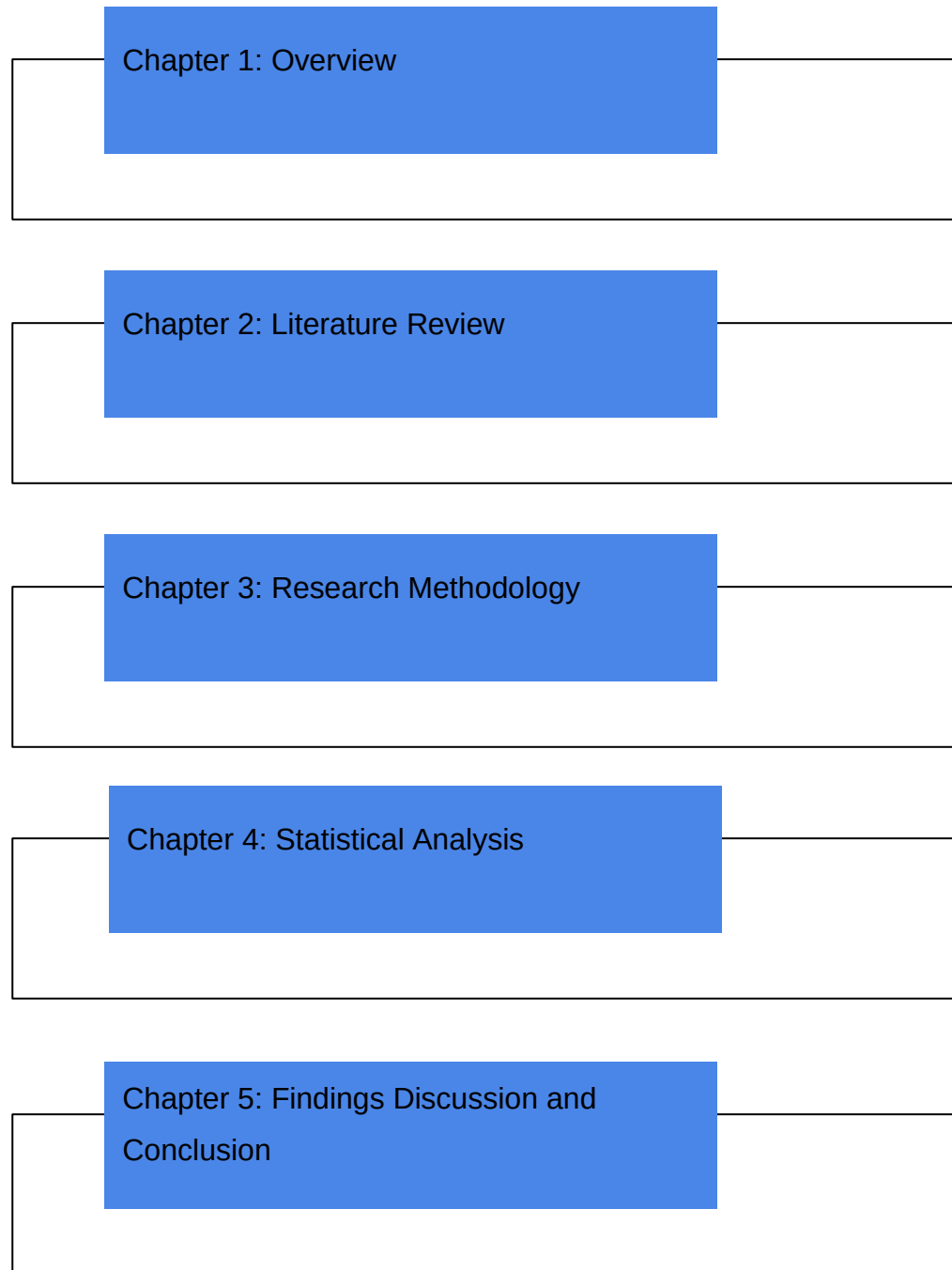
Research Choice: Quantitative

Time Horizon: Cross Sectional

Data Collection and Analysis Techniques: Questionnaire



10.Suggested Project Structure:



11.References:

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