

Assignment 1

1. Research Title

The Impact of Applying Agile Methodology on Project Success in the Service Sector: A Case Study in Saudi Arabia

2. Introduction

The importance of applying modern project management methodologies has increased in light of rapid changes and the growing need for flexibility and quick responsiveness to customer needs. Agile methodology is one of the most widely adopted contemporary methods, especially in sectors that require fast delivery and continuous stakeholder interaction.

This research focuses on studying the impact of applying Agile methodology on the performance and success of projects in the service sector, within the context of Saudi Arabia's Vision 2030 which promotes institutional transformation and innovation. The study is based on empirical analysis of real-life implementations and their effects on reducing deviations and achieving project objectives.

3. Research Problem

Despite the widespread use of Agile methodology, there is a lack of field studies evaluating its actual effectiveness in the service sector compared to technical sectors. This raises the following main research question:

What is the impact of applying Agile methodology on the success of service projects in Saudi Arabia?

4. Significance of the Study

The significance of this study lies in the following points:

- Providing field data to support evidence-based decisions when choosing project management methodologies.
- Helping service institutions assess their readiness to adopt Agile and maximize its benefits.
- Bridging the knowledge gap in studies that explore Agile implementation beyond the IT sector.

5. References List

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3. Beck, K. et al. (2001). Manifesto for Agile Software Development.
4. Serrador, P., & Pinto, J. K. (2015). Does Agile work? — A quantitative analysis of agile project success. *International Journal of Project Management*, 33(5), 1040–1051.
5. Al-Zahrani, A. (2020). Adoption of Agile Practices in the Saudi Service Sector. *Journal of Project Management & Innovation*, 12(3), 44-59.