

Assignment #1

Research Title

The Impact of Stakeholder Management on Project Success

Introduction

Projects are essential for achieving organizational goals and delivering value to stakeholders. Despite advances in project management practices, many projects still fail to meet their objectives because stakeholder expectations are not effectively managed. Stakeholders include individuals, groups, and organizations that can influence or be influenced by a project. Their support, communication, and involvement throughout the project lifecycle are critical to project performance. Effective stakeholder management helps improve collaboration, reduce conflicts, facilitate decision-making, and increase the likelihood of delivering projects on time, within budget, and according to the required quality standards. Therefore, understanding the relationship between stakeholder management and project success has become an important topic in project management research.

Research Problem

Many organizations apply project management methodologies, yet projects continue to experience delays, cost overruns, and unmet objectives. One of the major reasons is ineffective stakeholder management, including poor communication, limited stakeholder engagement, and unmanaged expectations. This study addresses the following research question:

How does stakeholder management affect project success?

Significance of the Study

This study is expected to provide a better understanding of how stakeholder management contributes to project success. The findings may help project managers, business analysts, and organizations improve stakeholder engagement strategies, strengthen communication, and enhance overall project performance. The study also contributes to the academic literature by emphasizing the importance of stakeholder management as a key success factor in project management.

References (APA 7th Edition)

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- Yang, J., Shen, G. Q., Ho, M., Drew, D. S., & Chan, A. P. C. (2011). Exploring critical success factors for stakeholder management in construction projects. *Journal of Civil Engineering and Management*, 17(6), 900–910.