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# **The Impact of Team Communication on Project Timelines in Trimtech Industries Doors and Hardware Company in Edmonton, Alberta, Canada**

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# **1. Chapter 1: Introduction**

The construction industry thrives on meticulous planning and adhering to strict deadlines. Efficient project delivery hinges on various factors, but effective team communication reigns supreme. Timely information exchange fosters collaboration, minimizes errors, and ensures tasks are completed as planned (Akintola et al., 2017). In construction projects involving hollow metal and wooden doors, clear communication between design teams, procurement specialists, and installers is crucial for seamless project flow. Delays or breakdowns in communication can lead to misunderstandings, rework, and ultimately, missed deadlines (Love et al., 2002).

## **1.1. Research Background**

The importance of effective communication in construction project success is well-established. Timely project information exchange fosters collaboration, reduces errors, and ensures tasks are completed on schedule (Chan et al., 2004; Zwikael & Auer, 2019). Recent studies have explored this link between communication and project performance. For instance, Akintola et al. (2017) found that improved communication between project stakeholders can significantly reduce project delivery time. Similarly, Abdul Hamid et al. (2018) highlighted the importance of clear communication for mitigating delays in construction projects.

Beyond just timeliness, effective communication fosters trust and a sense of shared goals within project teams (Akinici et al., 2006). This, in turn, can lead to increased innovation and problem-solving capabilities (Silberstein et al., 2010). Poor communication, on the other hand, can lead to a fragmented work environment where teams work in silos, hindering project efficiency (Fellowes et al., 2003).

## **1.2. Research Problem:**

While the significance of communication in construction is well-established, a gap exists in understanding how communication styles and practices impact project timelines in hollow metal and wooden door companies. Traditional communication methods (phone calls, emails) may not be optimal in today's fast-paced construction environment, potentially leading to delays.

Despite the growing body of research on communication in construction, there are two key gaps in our understanding:

### **1.2.1. Theoretical Gaps:**

While the link between communication and project success is established, limited research explores how different communication styles and practices impact project timelines in specific industry segments. Traditional communication methods may not be optimal in today's fast-paced construction environment. Modern communication tools like instant messaging platforms and project management software could offer advantages, but their effectiveness in this specific context

remains unexplored (Baccarini, 1999; Moeini et al., 2016). Furthermore, research on the role of communication leadership and cultural factors in shaping communication practices within construction teams is limited (Sahlin-Andersson & Söderlund, 2012).

### **1.2.2. Practical Gaps:**

Existing research primarily focuses on general construction projects. There's a lack of studies examining communication patterns and their influence on project timelines in hollow metal and wooden door companies. These companies operate in a niche market with unique project requirements and communication dynamics. Understanding these dynamics is crucial for developing targeted communication strategies to improve project efficiency. For instance, the need for precise technical specifications and clear coordination between design and installation teams might necessitate a more nuanced communication approach compared to larger-scale building projects.

## **1.3. Research Significance**

By understanding how communication impacts project timelines in hollow metal and wooden door companies, we can develop improved communication strategies. This, in turn, can benefit construction companies by:

- Reducing project delays and associated costs (Love et al., 2002).
- Enhancing project quality and customer satisfaction (Akintola et al., 2017).
- Fostering a collaborative work environment, leading to increased innovation and problem-solving (Akinci et al., 2006).

- Building trust and a sense of shared goals within project teams (Zwikael & Auer, 2019).

The findings of this research can be valuable to construction companies in Edmonton and beyond, providing practical recommendations for optimizing communication practices to achieve on-time project delivery.

### **1.3.1. At the theoretical level**

This research contributes to the existing body of knowledge on communication in construction projects by focusing on a specific and under-researched industry segment - hollow metal and wooden door companies. By examining their communication practices and their impact on project timelines, the research can shed light on communication patterns unique to this industry. The findings can contribute to a theoretical framework for understanding how communication styles and practices influence project delivery efficiency in niche construction sectors.

### **1.3.2. At the practical level**

The practical implications of this research are significant. By identifying communication gaps and proposing improved communication strategies tailored to the specific needs of hollow metal and wooden door companies, the project can help companies in Edmonton achieve timelier project delivery, leading to cost savings and increased customer satisfaction. Additionally, the findings can be applicable to similar companies in other locations, providing valuable insights for broader industry improvement. This research can inform the development of best practices

for communication within niche construction sectors, ultimately contributing to improved project performance across the entire industry (Moeini et al., 2016).

## **1.4. Research Questions**

To address the research problem, this study proposes two main research questions:

- **RQ1: How do traditional communication methods (phone calls, emails) compared to modern methods (instant messaging, project management software) influence project timelines in hollow metal and wooden door companies?**

This question delves into the effectiveness of different communication methods used within these companies and their impact on meeting project deadlines. It aims to identify if modern communication tools offer advantages in terms of timeliness, clarity, and information accessibility compared to traditional methods.

- **RQ2: What are the unique communication challenges and dynamics specific to hollow metal and wooden door companies, and how do they impact project timelines?**

This question explores the specific communication needs and challenges faced by companies in this niche sector. It examines how factors like complex technical specifications, precise coordination between design and installation teams, and potential cultural influences within project teams might necessitate a more nuanced communication approach compared to larger-scale building projects (Sahlin-Andersson & Söderlund, 2012).

By investigating these two research questions, the study aims to gain a deeper understanding of the communication landscape within hollow metal and wooden door companies and its influence on project timelines.

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