

Final Project 1

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Project Template

Faculty of Management
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The Role of Digital Transformation in Enhancing Project Management Efficiency in the Saudi Public Sector

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1. Chapter 1: Introduction

1.1. Research Background

Digital transformation has become a central pillar of organizational modernization, especially within the public sector. As governments across the globe seek to become more efficient, responsive, and transparent, digital transformation offers a strategic path forward. In Saudi Arabia, this movement is driven by Vision 2030, which emphasizes digital innovation as a national priority. Public institutions are increasingly expected to adopt digital platforms and tools to improve service delivery, decision-making, and project implementation.

In project management, digital transformation manifests through tools such as cloud-based project tracking systems, automated scheduling software, virtual collaboration environments, and advanced data analytics. These technologies facilitate real-time monitoring, proactive risk management, improved communication, and evidence-based decision-making. However, despite the availability of such technologies, adoption and impact vary significantly across different public sector entities.

According to Creswell (2014), an effective research introduction should consist of five components: (1) establishing the problem, (2) reviewing the literature, (3) identifying deficiencies, (4) explaining significance for the audience, and (5) stating the research purpose. This introduction addresses each component. First, the challenge lies in the slow and uneven integration of digital tools in public project environments, which negatively impacts efficiency and stakeholder engagement. Second, literature tends to treat digitalization and project management as separate domains, offering limited integration.

There is a growing recognition that digital transformation is not just a technical upgrade but a shift in organizational culture and processes. Yet, limited empirical work has been conducted in the Saudi public sector to analyze how digital tools specifically influence project management functions such as cost control, timeline adherence, and stakeholder coordination. This gap necessitates a targeted investigation that goes beyond general digitization discussions.

The purpose of this research is to evaluate the role of digital transformation in enhancing the efficiency and effectiveness of project management in the Saudi public sector. It seeks to explore the types of digital tools in use, their perceived impact, the challenges hindering their full adoption, and the strategic opportunities they present for improving project performance.

1.2. Research Problem

Although digital transformation offers substantial potential for improving project performance, many Saudi public institutions struggle with implementing and leveraging digital tools effectively. This leads to persistent inefficiencies, delays, and communication breakdowns in project execution.

1.2.1. Theoretical Gaps

While digital transformation and project management are widely studied topics, few studies have directly examined the intersection of both within the public sector context—particularly in Saudi Arabia. There is a lack of theoretical frameworks that explain how digital technologies can be systematically integrated into project management processes to enhance performance.

1.2.2. Practical Gaps

In practice, the digital maturity of public institutions in Saudi Arabia remains uneven. Many still rely on outdated systems and manual tracking tools. There is

limited guidance on best practices for integrating digital solutions into project workflows, and resistance to change remains a barrier. These practical challenges hinder the realization of the full benefits of digital transformation.

Main Research Question: How does digital transformation influence project management efficiency in Saudi public sector institutions?

1.3. Research Significance

1.3.1. At the theoretical level

This research adds to the academic discourse on digital transformation by examining its specific implications in the field of project management within the public sector. It offers new insights into how digitalization strategies impact project outcomes, filling a gap in current literature.

1.3.2. At the practical level

The findings will provide project managers, policymakers, and digital strategists in Saudi public institutions with actionable knowledge on how to better implement and utilize digital tools. It will help guide future investments in technology and inform training and capacity-building initiatives.

1.4. Research Questions

This study aims to answer the following research questions:

- What is the current state of digital transformation initiatives in project management within the Saudi public sector?
- How do specific digital transformation technologies (e.g., AI, big data, cloud computing) impact project management efficiency in the Saudi public sector?
- What are the key challenges and enablers for successful digital transformation in project management within the Saudi public sector?
- What are the proposed strategies to leverage digital transformation for improved project management efficiency in Saudi public sector projects?

1.5. Research Objectives

The main objectives of this research are:

- To assess the current adoption and maturity of digital transformation in project management practices across the Saudi public sector.
- To analyze the impact of various digital transformation technologies on key project management efficiency indicators (e.g., time, cost, quality) in the Saudi public sector.
- To identify and evaluate the primary obstacles and facilitating factors influencing the implementation of digital transformation in project management within the Saudi public sector.
- To develop and propose practical strategies and recommendations for effectively utilizing digital transformation to enhance project management efficiency in Saudi public sector projects.

1.6. Research Hypotheses

Based on the research questions and objectives, the following hypotheses are formulated:

- **H1:** There is a significant positive relationship between the adoption of digital transformation technologies and project management efficiency in Saudi public sector projects.
- **H2:** The level of digital maturity within public sector organizations positively moderates the relationship between digital transformation technologies and project management efficiency.
- **H3:** Organizational culture and leadership support significantly influence the successful implementation of digital transformation initiatives in project management within the Saudi public sector.
- **H4:** The integration of AI and big data analytics in project management processes leads to a higher improvement in efficiency compared to traditional methods in Saudi public sector projects.

1.7. Research Model

Based on the research questions, objectives, and hypotheses, the conceptual research model for this study is proposed as follows

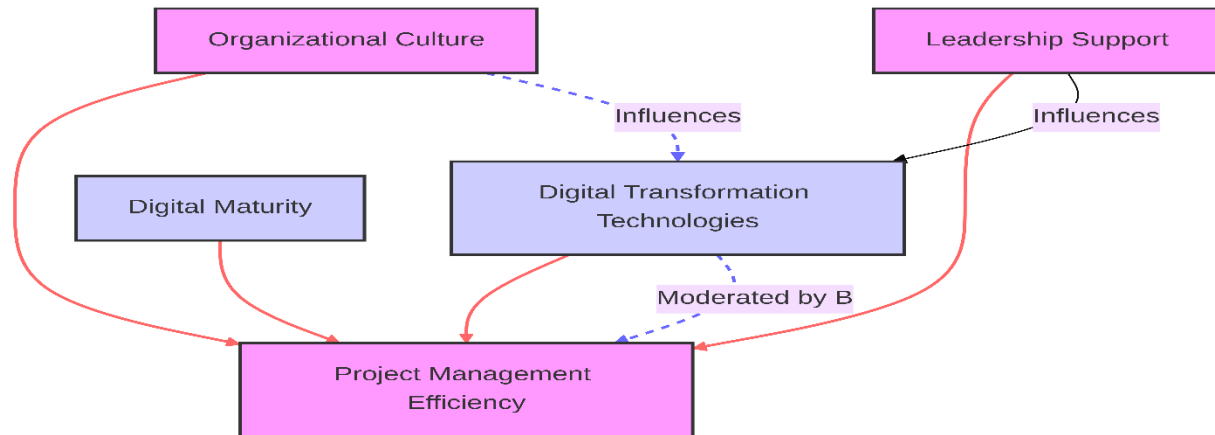


Figure 1. The research model diagram.

This model illustrates the hypothesized relationships between digital transformation technologies and project management efficiency, with digital maturity acting as a moderating variable. Organizational culture and leadership support are proposed as influencing factors for the adoption and effectiveness of digital transformation technologies. The model suggests that the successful implementation of digital transformation in project management is not only dependent on the technologies themselves but also on the organizational context and leadership commitment within Saudi public sector projects.

1.8. Research Methodology

This section outlines the research methodology that will be employed to address the research questions and test the hypotheses. The methodology is designed to ensure the validity and reliability of the findings.

Research Design

This study will adopt a **mixed-methods research design**, combining both quantitative and qualitative approaches. The quantitative approach will involve collecting numerical data through surveys to identify patterns and relationships between digital transformation technologies and project management efficiency. The qualitative approach will involve in-depth interviews to gain a deeper understanding of the challenges, success factors, and perceptions related to digital transformation in project management within the selected public sector

organizations. This mixed-methods approach will provide a comprehensive understanding of the phenomenon under investigation.

Research Philosophy

The research philosophy guiding this study will primarily be **pragmatism**, which allows for the use of both positivist and interpretivist approaches based on the research questions. Pragmatism focuses on practical implications and problem-solving, making it suitable for a study that aims to provide actionable strategies for enhancing project management efficiency through digital transformation. This philosophy supports the use of multiple methods to gain a holistic understanding of the research problem.

Research Approach

This study will employ a **deductive approach** for the quantitative phase, where existing theories and hypotheses related to digital transformation and project management will be tested using empirical data. For the qualitative phase, an **inductive approach** will be utilized to explore new insights and generate themes from the collected data, which may lead to the development of new theoretical propositions or refinement of existing ones.

Research Strategy

For the quantitative component, a **survey strategy** will be used to collect data from a large sample of project managers, IT professionals, and relevant stakeholders within the selected public sector entities. This will allow for statistical analysis and generalization of findings. For the qualitative component, a **case study strategy** will be employed, focusing on a few selected digital transformation projects within these entities to provide an in-depth understanding of the implementation processes, challenges, and efficiency gains.

Research Choice

As mentioned, this study will use a **mixed-methods research choice**, specifically a **sequential explanatory design**. This involves collecting and analyzing quantitative data first, followed by qualitative data collection and analysis. The qualitative data will help explain and elaborate on the quantitative findings, providing a more complete picture and deeper insights into the complex interplay between digital transformation and project management efficiency.

Time Horizon

The study will adopt a **cross-sectional time horizon**, meaning data will be collected at a single point in time. This approach is suitable for examining the

current state of digital transformation initiatives and their impact on project management efficiency within the specified timeframe of the study. While a longitudinal study could provide insights into changes over time, the cross-sectional approach will provide a snapshot of the current landscape and identify key relationships.

Data Collection and Analysis Techniques

- **Quantitative Data Collection:** A structured questionnaire will be developed and administered to project managers and relevant personnel. The questionnaire will include scales to measure the adoption of digital transformation technologies, project management efficiency indicators (e.g., project completion time, budget adherence, quality of deliverables), digital maturity, organizational culture, and leadership support. Data will be collected electronically through online survey platforms.
- **Quantitative Data Analysis:** Statistical software (e.g., SPSS, R, or SmartPLS for SEM) will be used to analyze the quantitative data. Techniques such as descriptive statistics, correlation analysis, regression analysis, and moderation analysis will be employed to test the hypotheses and identify significant relationships between variables.
- **Qualitative Data Collection:** Semi-structured interviews will be conducted with a select group of experienced project managers, IT directors, and senior officials involved in digital transformation projects. The interviews will explore their perceptions, experiences, challenges, and best practices related to leveraging digital transformation for project management efficiency.
- **Qualitative Data Analysis:** The qualitative data from the interviews will be analyzed using thematic analysis. This involves transcribing the interviews, coding the data, and identifying recurring themes, patterns, and insights to provide a rich, in-depth understanding that complements the quantitative findings.

1.9. Scope of The Study

For the empirical study, it is suggested to focus on Saudi public sector entities undergoing significant digital transformation initiatives, specifically within the Ministry of Communications and Information Technology (MCIT) or projects under the Saudi Data and AI Authority (SDAIA). These organizations are at the

forefront of digital adoption and innovation in the Kingdom, making them ideal candidates for studying the impact of digital transformation on project management efficiency. Focusing on these entities will provide access to relevant data, ongoing projects, and experienced personnel involved in digital transformation efforts, allowing for a comprehensive and insightful empirical analysis.

1.10. The Suggested Project Structure

The suggested structure for this project, following a typical research paper format, is as follows:

- **Chapter 1: Introduction**
 - Background of the Study
 - Problem Statement
 - Research Questions
 - Research Objectives
 - Research Hypotheses
 - Significance of the Study
 - Scope and Limitations of the Study
 - Definition of Key Terms
- **Chapter 2: Literature Review**
 - Introduction to Digital Transformation in Project Management
 - Key Digital Transformation Technologies (AI, Big Data, Cloud Computing, etc.)
 - Project Management Efficiency in the Public Sector
 - Impact of Digital Transformation on Project Management Efficiency
 - Role of Digital Maturity, Organizational Culture, and Leadership Support

- Previous Studies on Digital Transformation in Saudi Public Sector Projects
- Research Gap Identification
- **Chapter 3: Research Methodology**
 - Research Design
 - Research Philosophy
 - Research Approach
 - Research Strategy
 - Research Choice
 - Time Horizon
 - Population and Sampling
 - Data Collection Instruments (Questionnaires, Interview Protocols)
 - Data Collection Procedures
 - Data Analysis Techniques (Quantitative and Qualitative)
 - Ethical Considerations
- **Chapter 4: Data Analysis and Findings**
 - Introduction
 - Demographic Profile of Respondents
 - Descriptive Statistics of Variables
 - Reliability and Validity Analysis
 - Correlation Analysis
 - Regression Analysis (Hypotheses Testing)
 - Moderation Analysis
 - Qualitative Findings (Themes from Interviews)
- **Chapter 5: Discussion, Conclusion, and Recommendations**
 - Discussion of Findings (linking back to literature and hypotheses)

- Implications of the Study (Theoretical and Practical)
- Limitations of the Study
- Conclusion
- Recommendations for Practice
- Recommendations for Future Research

2.Chapter 2: Literature Review

2.1. Introduction

Brief introduction for the chapter

2.2. The independent variable

2.3. The dependent variable

2.4. The relationship between the independent and the dependent variables

2.5. Conclusion

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