

## **PROJECT LEADERSHIP**

### **INTRODUCTION:**

The telecommunication industry in the United Arab Emirates tends to be a key player which includes Etisalat, du, Thuraya, etc. The industry which is customer-oriented faces challenges that can be only encountered by influencing and by utilizing different leadership practices to be able to achieve success in delivering a project which relies largely on customer service. The research is aiming to investigate and identify different perceptions regarding the leadership power which is required to be able to achieve success and to identify the factors which can contribute to the successful delivery of the project within the telecommunication department customer's service environment. A quantitative research process and analysis has pursued the formulation of a conceptual model. The objective of this research is to justify the challenges which organizations face regarding the competitiveness, concerns of stakeholders, etc., and to identify the right skills in context with the leadership which is required by the telecommunication industry to encounter all the challenges and to obtain the desired results. The telecommunication industry in the United Arab Emirates is offering efficient facilities and services to all the urban areas. 20 years back was the time when the telecommunication industry was introduced in the United Arab Emirates which is growing with each passing day.

### **LITERATURE REVIEW:**

According to Heagney (2011:25), project management refers to the implementation of skills, knowledge, and techniques in context with the activities which are involved in the project to be able to meet the needs of a project and leadership is significantly important for the application and enhancement of the deliverables which are required to achieve success in the project and it can be only achieved by the utilization of numerous leadership styles and methodologies. According to

Kerzner (2013), there are basic four elements that are required for the practice and implementation of good methodologies regarding leadership which include effective communication, meaningful cooperation, real teamwork, and trust. Effective communication requires a successful implementation with the team, among the customers, and within the organization. To achieve alignment among the objectives there is a requirement of meaningful cooperation within the organization, effective teamwork is required for the successful implementation of the project, and trust is required throughout the cycle of the project. According to Rad and Leven (2002:56), a competent manager is required which has technical knowledge at the same time to be able to stimulate the success of the project.

### **CONCEPTUAL FRAMEWORK:**

One of the mobile telecommunication industries was selected in South Africa for the identification of skills that are related to project management, style, and attributes which are required to determine what are the factors that contribute towards the successful deliverables as an output within the project.

According to Briner (1996:36), there are majorly three types of projects which includes Concrete, Occasional and open. For Concrete projects, there is a requirement of leadership which is full-time, visible team members who have clear roles, active sponsors and group members, allocation of resources, etc. For occasional projects, there is a requirement of part-time leadership, team members which have conflicting priorities and interests, undefined roles and professional boundaries, etc. For projects type which is open, no former leadership is required, selection of team members is random which are attached with the opportunity and idea, self-organized activities, etc.

**METHODOLOGY:****PURPOSE OF THE STUDY:**

The study which is conducted regarding this is descriptive, is meant to determine if leadership brought an improvement in the telecommunication industry or not. Also, the research is aiming to identify what are the critical attributes required for the success of the project. (T Lategan, 2015)

**APPROACH OF THE STUDY:**

An electronic questionnaire was generated. The questionnaire was distributed among multiple executives, project managers, project leads, and multiple business analysts.

**RESEARCH STRATEGY:**

For the investigation of the role of a leadership and project manager, a quantitative survey was conducted. The tool which is utilized for this research was a questionnaire which was distributed among the members of the largest telecommunication company which is located in the United Arab Emirates, Etisalat.

**RESULTS:**

The chi-square was utilized to test the success rate regarding the variables to be able to test if there is a difference in terms of perception which is based on the rate of success regarding the categories of project delivery versus over-critical and beneficial stakeholders. Approximately 52% of respondents claimed that 100-50% are successfully implemented with effective leadership. 30 respondents claimed that about 49-30% of projects are implemented successfully. 10 respondents claimed that 29-0% of projects are implemented successfully. 8 respondents failed to rate the success of the project team.

## **DISCUSSION:**

The research successfully declared that all the respondents were fully aware of the ever-changing environment and at times the deliverables which are involved within the project tend to be out of control of the project team. The purpose of this research was to gauge the rate of success regarding all of the projects among the members of the team which were implemented successfully till this date. (Lategan, 2013)

## **CONCLUSION:**

Leadership refers to the improvement which involves human and equipment's to be able to improve the standard and the quality to ensure that there is a substantial quantity in terms of delivery and bringing pride among the workmanship towards human beings. Leadership must be influential, should be able to give some sense of power, should be able to demonstrate persistence, and should be able to engage consistency among the people who are part of management.

## **REFERENCES:**

Lateran, T., & Fore, S. (2015). The impact of leadership styles on project success: Case of a telecommunications company. *Journal of Governance and Regulation/Volume*, 4(3), 478-485.

Lategan, T. E. (2013). *The impact of leadership styles on project success within the customer service division of a South African mobile telecommunication company* (Doctoral dissertation, Cape Peninsula University of Technology).

Heagney, J. (2016). *Fundamentals of project management*. Amacom.

Kerzner, H. (2017). *Project management: a systems approach to planning, scheduling, and controlling*. John Wiley & Sons.

Frigenti, E., & Comninos, D. (2005). *The practice of Project Management*. Kogan Page Publishers.

Briner, W., Hastings, C., & Geddes, M. (1996). Project leadership [book review]. *IEE Review*, 42(5), 218.