

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة ٩ مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
 - حجم الخط 12.
 - نوع الخط Arial.
 - لون الخط أسود.
 - المسافة بين الأسطر 1.5 line spacing.
 - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Sara Adel**

THE IMPACT OF LEADERSHIP SKILLS ON PROJECT SUCCESS IN **YOUR ORGANIZATION**: A CASE OF YOUR OWN.

Different leadership styles are the key factor in the success of any project. Project Leaders are responsible and accountable for the success/failure of the project. There are numerous responsibilities that are assigned to a Project Leader during the leadership journey.

YOUR MISSION:

Your research/project must provide an overview of information and knowledge in a corporate environment with an underlying theme of **defining leadership styles within applying the hard and soft skills** for that style needed by the leader to ensure successful project delivery in your organization. (You are required to demonstrate your understanding of the relevant body of works to real-life business research).

Choose one only of the following project leadership skills using the tools that we learned during the project leadership course; starting from identifying and assess the case till executing the project.

- Prioritization (Using tools for Estimation – Scheduling – Tracking – prioritizing stakeholders).
- Team management (Using Team structures – Team development stages – Team needs).
- Embracing Accountability (Using RASCI)
- Conflict resolution (Using the Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different sources of LEADER POWER).

What you have to do:

Your project task requires the preparation of a full project proposal that should contain the following components:

- **Introduction:** A detailed statement of the problem, research aim, and objectives that you would like to investigate and discuss. **(2 points)**

- **Literature Review and Conceptual framework:** An analysis of the literature relevant to the research topic that will give you the conceptual basis for conducting your research from the previous studies. **(2 points)**
- **Methodology:** Based on the conceptual framework, research aim(s), and objectives, you need to provide a detailed description of the data collection tools, data sources. **(2 points)**
- **Results and Discussion:** Description about the main findings of a research, outline your thoughts to defend your research and to emphasize the significance of it. **(4 points)**
- **References:** Lists all the resources you've used in your project, and your refereed journal articles as well. **(2 points)**
- **Appendices (If it is available in your study):** Any supplementary material you need to add. (Optional)

[Write the names of the chapters/sections of your research/ project and briefly discuss what you will write in those chapters/sections] .

Best of luck...

Dr. Sara Adel

تأثير مهارات القيادة على نجاح المشروع في مؤسستك: حالة عملية خاصة بالطالب.

أساليب القيادة المختلفة هي العامل الرئيسي في نجاح أي مشروع. قادة المشروع مسؤولون عن نجاح / فشل المشروع. وهناك العديد من المسؤوليات الموكلة لقائد المشروع خلال رحلة القيادة.

مهمتك:

يجب أن يوفر بحثك لمحة عامة عن المعلومات والمعرفة في بيئة المؤسسة الخاصة بك وهي موضع الدراسة مع تحديد أنماط القيادة في إطار تطبيق المهارات الخاصة بالقائد والمناسبة لهذا النمط الذي يحتاجه القائد لضمان تسليم مشروع ناجح في المؤسسة. (أنت مطالب بإثبات فهمك لما تم دراسته وتطبيقه بالأبحاث الواقعية في مؤسستك).

اختر واحدة فقط من مهارات قيادة المشروع التالية باستخدام الأدوات التي تعلمناها خلال مقرر القيادة في المشاريع.

- Prioritization (Estimation – Scheduling – Tracking – prioritizing stakeholders).
- Team management (Team structures – Team development stages – Team needs).
- Embracing Accountability (RASCI)
- Conflict resolution (The Thomas-Kilmann conflict mode instrument).
- Motivation (Using one theory of motivation – Types of motivators).
- Communication in the project.
- Influencing (Using different source of power).

ما عليك القيام به:

تتطلب مهمة مشروعك إعداد مقترح مشروع كامل يجب أن يحتوي على المكونات التالية:

- مقدمة: بيان تفصيلي للمشكلة محل الدراسة، تحديد هدف البحث والأهداف التي ترغب في التحقيق فيها ومناقشتها من خلاله.
- دراسات علمية سابقة: تحليل الأدبيات والدراسات السابقة ذات الصلة بموضوع البحث والتي ستساعدك في مجال الدراسة لإجراء هذا البحث.
- المنهجية وطريقة البحث: بناءً على أهداف البحث، تحتاج إلى تقديم وصف تفصيلي لأساليب وأدوات جمع البيانات ومصادر البيانات والأساليب / الأدوات التي ستستخدمها.
- النتائج ووصف المناقشة حول النتائج الرئيسية للبحث: شرح مفصل للمشكلة محل الدراسة.
- المراجع: تسرد جميع المصادر التي استخدمتها في مشروعك، ومنها مقالات المجالات المحكمة أو المواقع المستخدمة للبحث.
- الملحقات (إذا كانت متوفرة في دراستك): أي مواد تكميلية تحتاج إلى إضافتها. (خيارية).

{اكتب أسماء فصول وأقسام (البحث / المشروع) الخاص بك، وناقش بإيجاز ما ستكتبه في كل قسم}.

كل التوفيق لكم جميعاً.....

Dr. Sara Adel

Opening New Restaurant

Introduction

The success of opening new restaurant is highly influenced by the project team tasked with delivering it. Even the best planned projects may fail to meet their objectives if the project team does not perform to the best of their ability. The effective development and integration of the project team is essential in the successes of a project, as it is the project team who will be responsible for delivery of the scope throughout the project life cycle.

business plan will be the road map from which your new restaurant develops. No matter how much thought you've put into your concept or how many trusted colleagues have assured you of its greatness, you absolutely must write a business plan. It will prove the viability of your concept to potential investors and provide them with a clear and engaging answer to the question: "Why does the world need this restaurant?"

"The point of a business plan is to show that you've done your homework," says Charles Bililies, owner of Souvla, a fine casual Greek restaurant in San Francisco that has received national acclaim since opening in the spring of 2014.

"You have to show any potential investor that you have an actual plan, you know what you're talking about, it looks professional, and you're not just screwing around."

The strongest business plans always include all or most of the components described below. Charles advises that first-time restaurateurs read a bunch of different business plans for other restaurants and technology and retail companies to get a better sense of layout options, writing styles, and clarity of concept. Put the sections that you feel would be most compelling to someone who's never met you first: the "Management Team" section if you're coming from high-profile establishments, for example. The goal is for the reader to keep turning the page.

In this era of globalization and liberalization, employees are becoming the competitive advantage for business. A business may manage with mediocre employees but competent employees can propel an average business to greater heights. Likewise, bad employees can cause flourishing business empires to collapse. In a tight labor market, keeping good employees and developing employee loyalty becomes increasingly important and a continuing challenge. Now-a-days it is quite challenging to get the right people for the job is very hard.

Objective of the Study: The main objective of this study is to explain some of the early and modern theories of motivation. We have tried here to find out some commonalities among these motivational theories. So that we can ensure their proper application in practical and professional environment. As we have reviewed some of these old and new theories of motivation and critically evaluated them for fulfilling this particular objective.

Literature Review:

The restaurant reviews have changed the style of consumers purchasing among the restaurant industry. For this reason, many scholars study the implication of online reviews in the restaurant industry (Schindler & Bickart, 2012). When their expectations are met, consumers only have indirect information about the quality of a service or product until they have been purchased, and so they look for mediators to reveal this information (Parikh, Behnke, Vorvoreanu, Almanza, & Nelson, 2014). The restaurant reviews present a variety of information which help the restaurant's consumers to make selections. By reading the restaurant reviews, consumers can get more detailed information about previous consumers' overall food and service experience (Z. Zhang, Ye, Law, & Li, 2010). Also, with online reviews, the customers are aware of the restaurant before dining (Titz, Jd, & Y Cruz, 2004). This study conducts to assess the role of consumer value within the existing aspects of restaurant selection and selecting restaurant via online reviews. Study focuses primarily on a looking at restaurant through the steps of online reviews. The study examines the relationship consumer value with price, service quality, food quality, atmosphere, and the role of online reviews in evaluation, and intentions to patronize the restaurant. In this way, the purpose of study is understanding the consumer restaurant choice and selection.

According to an article "Technology's Effect on Restaurants: Building a Strategic Competitive Advantage", Kountromanis who is the author highlighted that internet is being used by majority of the world's population therefore information posted on the web regarding the business service provided by an organization is significant. Not only that, any organization can gain competitive advantage by structuring into a customer-centered focus organization allowing the companies to know their own strengths and make further improvement to their weaknesses. In addition, companies will be able to extract

information regarding customers with the help of network sites such as LinkedIn, Facebook, Twitter, Instagram and Snapchat.

An efficient system will increase the level of satisfaction of customers therefore the restaurant will be rewarded with customers' loyalty.

Methodology

The study is done based on secondary information. Here we use different theoretical references most of them are from secondary data sources. We try to use information from diverse origins such as – journals, literature reviews and electronic media. This study is descriptive and qualitative in nature.

Theories on Motivation: Motivation is a way of creating high level of enthusiasm to reach organizational goals, and this situation is accommodated by satisfying some individual need. Basically, motivation refers to achieving organizational main goals by satisfying individual employee's needs or demands. According to Pinder (1998 in Ambrose & Kulik, 1999) work motivation may be regarded as a set of internal and external forces that initiate work-related behavior, and determine its form, direction, intensity and duration. The concept relates to the work context specifically, and includes the influence on work behavior of both environmental forces, and those inherent in the person. In the workplace, work motivation presents as an invisible, personal and hypothetical construct that manifests itself in the form of observable, and therefore measurable, behaviors. Improving productivity is one big challenge that engages the attention of employers, whether private or public by devising appropriate mechanism for motivating their workers. The seriousness of this challenge can be understood from the management's perception of the strong functional correlation between employee motivation and organizational productivity. For years, employers of labor have been experimenting with different strategies in an attempt to relate effectively, the motivation of workers to their work contribution. Ouchi, W. G. (1987) has explained the importance of motivation as related to productivity. He explored the reasons why Japan's national productivity is soaring. He went further to say that the secret of the Japanese success is the great concern Japanese manager's show for the well-being and development of workers.

Maslow's Hierarchy of Needs: Maslow's Hierarchy of needs must be one of the best

known motivation theories in the world. Maslow is a good starting point to start examining the different motivation theories. Maslow starts with the idea that people always tend to want something and what they want depends on what they already have. Maslow proposed that there are five different levels of needs people have to seek for satisfaction of their basic needs. (Mullins 2007, 258) The first or lowest level is Physiological needs. Before these needs which include for example food, water, shelter and clothing are fulfilled a person doesn't have any other needs. When people don't feel hunger, thirst or cold, their needs are go to a second level. The second lowest level is Security needs. In that level a person needs to feel secure in his/her family and in a society, and feel protected against violence. The need for safety is manifested with job security, savings and for insurances of health, mental health, old age and disability. Love and belonging needs is the third level of Maslow's hierarchy.

Herzberg Motivation/Hygiene Theory: Herzberg's motivation/hygiene theory is also known as the two-factor theory. Herzberg started the study of job satisfaction in the 1950's in Pittsburg. The basis of Herzberg's work is in the Maslow's Hierarchy of Needs. He started with the idea that what causes the job satisfaction are the opposite of those things that cause job dissatisfaction. However, after studying thousands of books he couldn't draw any guidelines. He conducted a survey where he asked participants to identify those things that made them feel positive with their job and those that made them feel negative. As a result Herzberg found out that what makes people happy is what they do or the way they're utilized and what makes people unhappy is the way they're treated. Based on these findings Herzberg created his theory of Motivators and Hygiene factors. Both factors can motivate workers but they work for different reasons. Hygiene factors tend to cause only short-term satisfaction to the workers while motivators most probably cause longer-term job satisfaction.

Motivators: Motivators, or satisfiers, are those factors that cause feelings of satisfaction at work. These factors motivate by changing the nature of the work. They challenge a person to develop their talents and fulfill their potential. For example adding responsibility to work and providing learning opportunities to a person to work at a higher level can lead to a positive performance growth in every task a person is expected to do if the possible poor results are related to boredom of the task they are supposed to accomplish.

Hygiene Factors: Hygiene factors, or dissatisfiers, are those that the employee expects to be in good condition. As motivators are those that at present cause satisfaction, hygiene factors are those that don't cause satisfaction but if they are lacking, it causes job dissatisfaction. Salaries or wages must be equivalent to those salaries that other people in the same industry or geographical area get. The status of the person must be recognized and maintained. Employees must feel that their job is as secured as it is possible in the current economical situation. (Ellis 2005, 83). The main finding of Herzberg is that the opposite of satisfaction is not dissatisfaction but no satisfaction. (Salanova & Kirmanen, 2010)

Result and Discussion:

Basically motivation will drive a person's behavior in such a particular way that will achieve organizational goals as well as individual employee's benefits. So going through the different era's of motivational theories – that is early theories of motivation (Maslow's Hierarchy of Needs and Herzberg Motivation/Hygiene theory) and the contemporary theories of motivation (Expectancy theory) (Management, Robbins – 12 Edition), we are trying to find out the common ground of motivational theories of different era from critical point of view and seeking out what they basically do or is there any form of differences or not among them.

Motivating employees is one of the important issues in every aspect of any organizational environment. The overall performance of an organization surely depends on the motivated workers of the company. That is why Human Resource Management is highly concentrating on this matter. In any case of the motivational theory some common ground or procedure should be followed that are we have to define or specify the performance or to what extent an employee should show his or her performance. The specific performance should be assessed through a mechanism and it should be defined earlier. After that there should be proper working environment within the organization and adequate resources should be provided to the employees to get the job done. Getting the right people in the right place and setting them in accordance is also a challenge for any motivational theory. After that management should concentrate on the reward system which should be fair, transparent and equal for the same level of employees. And they

should specify about the types of reward system they are going to use within the organization. So these are the common aspects we can find out in any sorts of motivational system or methods.

Conclusion

In the end we can say that motivation is the mechanism which ultimately influences people or employees to behave in certain ways. And in any kind of organization whether it is charitable or service oriented or manufacturing organization always management has to concern about motivational issue, along with environmental or ability factors, that determines the individual performance. And individual performance is very much connected with the productivity or output of the organization. Here in this write-up we are trying to find out the common ground of the early and contemporary theories of motivation which ultimately helps us to better implication of motivational theories in practical scenario. And successful implementation of the theory will definitely ensure positive minded employees and which ultimately ensures the success of an organization. So motivation is one of the vital factors for development of an organization. Motivation can change the profit figure of the organization such as its improving productivity. And in the end, it ensures the betterment of the overall economic condition of a county.

References

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