

Final Project 2
COD PMG 497
Project Template

Faculty of Management
Midocean University

عنوان البحث

The Silent Driver of Project Success: Exploring the Impact of Communication Efficiency

المحرك الخفي لنجاح المشاريع: استكشاف أثر كفاءة الاتصال

إعداد /

يوسف العوفي

إشراف /

د. عبد الرحيم نادر

عضو هيئة التدريس - كلية الادارة - جامعة ميدأوشن

Introduction	3
Research Problem	4
Importance of the Research	5
References	6

Introduction

As we all know, in the modern competitive world, organizations depend upon projects for their strategic advantage as well as better operations in order to provide value to their stakeholders. There are various elements involved in project success and one of them is communication. Communication plays a very important role as it is the base for coordination of activities exchange of information and cooperation among all stakeholders of the projects

Project communication means that there is an exchange of information among project managers and team members clients and suppliers as well as other stakeholders throughout the entire process of the project Proper communication makes sure that all the stakeholders understand their roles and responsibilities and that there are no misunderstandings in the projects

Communication efficiency can be defined as the process of communicating the necessary information to the right persons via the right communication channels at the right time. Efficient communication ensures the least information distortion, least delays improved teamwork and successful attainment of the project goals within the scope budget and schedule planned On the contrary ineffective communication leads to misunderstandings, conflict repetition of work and failure of the project

Research conducted in recent times about project management reveals that among the most common reasons for project delays and failures is the problem of communication. Due to increasing complexity of projects and involvement of stakeholders from different organizational and cultural backgrounds the process of communication becomes increasingly difficult Consequently organizations need to constantly improve their communication procedures and use effective communication strategies in order to be successful.

The present research is based on the examination of project communication efficiency and its effect on project performance The main aim of this research is to find out the importance of communication in project management

Research Problem

Even as there have been tremendous developments in the areas of project management techniques and communication technologies, challenges in communication still persist in many projects. Numerous organizations face delays in their projects over budgeting misunderstandings and conflicts arising from inefficient communication systems utilized by the project stakeholders. Information may not be delivered at the right time to the right people. The information itself could be misleading while the modes of communication being utilized may not be appropriate for the project context.

The above mentioned challenges pose serious questions about the effectiveness of communication systems within projects and the contribution of communication efficiency to the success of the projects.

Accordingly, the research problem can be formulated as follows:

“To what extent does communication efficiency affect the performance and success of projects?”

The study seeks to investigate the relationship between communication efficiency and project outcomes while identifying the communication factors that contribute to successful project implementation.

Importance of the Research

The significance of this research may be outlined in the following aspects:

- 1- It stresses the importance of communication efficiency in meeting the aims of projects.
- 2- It contributes to the study of the connection between communication and project performance.
- 3- It allows identifying those communication barriers which may have an adverse effect on project implementation.
- 4- It gives practical advice about how to enhance the process of communication in project teams.
- 5- It helps organizations to minimize project risks, delays and inefficiency caused by ineffective communication.
- 6- It promotes collaboration and coordination among project participants through efficient communication.
- 7- It adds value to the current knowledge in the areas of project management and organizational communication.
- 8- It assists decision makers in formulating communication strategies in order to increase the success rates of projects.
- 9- It makes people aware of the importance of choosing proper means of communication during project implementation.
- 10- It will be a valuable source of information for further studies of communication efficiency and project management performance

References

Kerzner, H. (2022). Project Management: A Systems Approach to Planning, Scheduling, and Controlling (13th ed.). Hoboken, NJ: John Wiley & Sons.

Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach (7th ed.). Chichester, UK: John Wiley & Sons.

حسين حريم (2013). السلوك التنظيمي: سلوك الأفراد والجماعات في منظمات الأعمال. عمان، الأردن: دار الحامد للنشر والتوزيع.