

Assignment 2

Research Title: The Impact of Applying Agile Methodology on Project Success in the Service Sector: A Case Study in Saudi Arabia

1. Research Questions

- What is the relationship between the application of Agile methodology and project success in the service sector?
- How does Agile methodology influence cost, time, and quality in service-oriented projects?
- What are the challenges faced when implementing Agile in service industries?

2. Research Objectives

- To examine the impact of Agile practices on project performance in service organizations.
- To identify critical success factors related to Agile implementation in the service sector.
- To provide recommendations for effective adoption of Agile methodology in service-based projects.

3. Research Hypotheses

H1: Applying Agile methodology has a significant positive effect on the success of service sector projects.

H2: There is a statistically significant relationship between Agile implementation and improvement in project timelines, cost control, and stakeholder satisfaction.

4. Research Model

The proposed conceptual model will include:

- Independent Variable: Agile Methodology Implementation
- Mediating Variables: Communication, Team Collaboration, Flexibility
- Dependent Variable: Project Success (Time, Cost, Quality, Customer Satisfaction)

5. Suggested Industry/Organization for Empirical Study

The proposed empirical study will focus on a mid-sized service company in Saudi Arabia that has adopted Agile practices within its project management framework. Examples include companies in the fields of event management, marketing services, or software deployment for government solutions.

6. Research Methodology (Brief Summary)

This study will adopt a quantitative approach using structured questionnaires distributed to project managers and team members. The data will be analyzed using descriptive and inferential statistics to test the hypotheses and validate the research model.

7. Suggested Structure of the Project

1. Introduction
2. Literature Review
3. Research Methodology
4. Data Analysis and Results
5. Discussion
6. Conclusion and Recommendations
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8. Appendices (if any)

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1. Project Management Institute. (2021). A Guide to the Project Management Body of Knowledge (PMBOK Guide) – 7th Edition.
2. Highsmith, J. (2009). Agile Project Management: Creating Innovative Products. Addison-Wesley.
3. Serrador, P., & Pinto, J. K. (2015). Does Agile Work? A Quantitative Analysis of Agile Project Success. *International Journal of Project Management*, 33(5), 1040–1051.
4. Al-Zahrani, A. (2020). Adoption of Agile Practices in the Saudi Service Sector. *Journal of Project Management & Innovation*, 12(3), 44-59.
5. Moe, N. B., Smite, D., Hanssen, G. K., & Barney, H. (2012). From Offshore Outsourcing to Insourcing and Partnerships: Four Failed Outsourcing Attempts. *Empirical Software Engineering*, 17(6), 1389–1424.