

Final Project 1

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Project Template

Faculty of Management
Midocean University

عنوان البحث

The Influence of Stakeholder Management on Project Success

تأثير إدارة أصحاب المصلحة على نجاح المشاريع

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Introduction

The implementation of projects has become common for many firms to realize their strategic objectives, increase efficiency and remain competitive. Project success cannot be achieved based on technical skills money and planning alone. The factor that determines whether the project will succeed or fail is proper management of stakeholders.

Stakeholders are people or groups who have the ability to affect or be affected by the project and its results. They may include clients, project sponsors employees suppliers governmental institutions, and community members Stakeholders have different interests and influence that can greatly affect the performance of a project.

Stakeholder management is an approach through which one identifies stakeholders, understands their requirements and influence and manages them throughout the project life cycle. Proper stakeholder management leads to successful projects

Poor stakeholder management will lead to disputes delay cost overruns, and failure of the project. This is why organizations are becoming more aware of the importance of stakeholder management within project management.

The purpose of this study is to analyze the connection between stakeholder management and project success

Research Problem

Even though much progress has been made in terms of project management frameworks projects still face difficulties in relation to stakeholders expectations communication problems and conflicts of interest. Most of the time project managers concentrate on technical issues while ignoring their stakeholders.

This leads to delays, higher costs, dissatisfaction among the stakeholders and difficulties in accomplishing objectives. For this reason it is necessary to conduct research on the contribution of stakeholder management to project success.

Research Problem

"To what extent does stakeholder management affect project success?"

Research Significance

This research is important because it:

- 1- Highlights the importance of stakeholder management in project environments.
- 2- Improves understanding of stakeholder influence on project outcomes.
- 3- Assists project managers in developing effective stakeholder engagement strategies.
- 4- Supports organizations in reducing project risks and conflicts
- 5- Enhances communication and cooperation among project participants
- 6- Contributes to academic knowledge in project management
- 7- Provides practical recommendations for improving project success rates

Research Questions

The study seeks to answer the following questions:

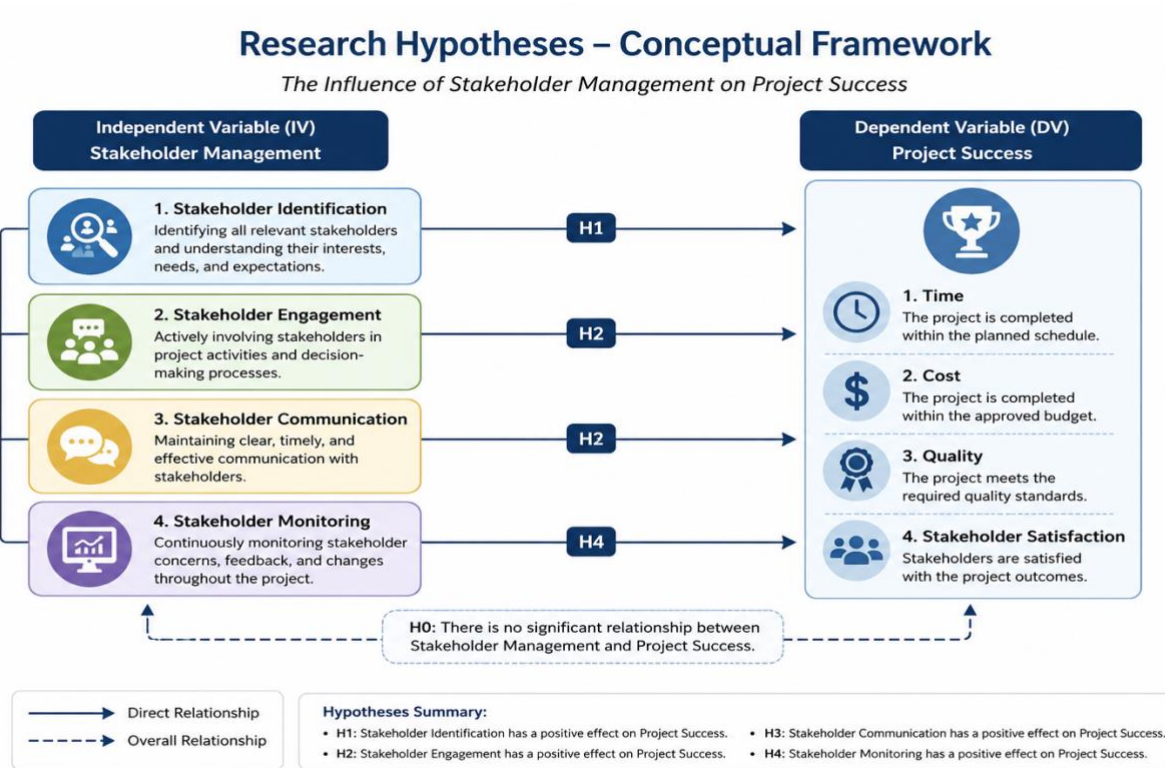
- 1- What is the role of stakeholder management in project success?
- 2- How does stakeholder engagement affect project performance?
- 3-What are the major challenges associated with stakeholder management?
- 4- To what extent does stakeholder communication contribute to project success?
- 5- How can organizations improve stakeholder management practices?

Research Objectives

The objectives of this research are:

- 1- To examine the concept of stakeholder management.
- 2- To identify the relationship between stakeholder management and project success.
- 3- To evaluate the importance of stakeholder engagement during project implementation.
- 4- To identify common stakeholder management challenges.
- 5- To provide recommendations for improving stakeholder management practices.

Research Hypotheses



Research Model

Independent Variable:

Stakeholder Management

Dimensions:

- Stakeholder Identification
- Stakeholder Engagement
- Stakeholder Communication
- Stakeholder Monitoring

Dependent Variable:

Project Success

Dimensions:

- Project Quality
- Project Cost
- Project Schedule
- Stakeholder Satisfaction

Scope of the Study

Subject Scope

The study focuses on stakeholder management practices and their impact on project success

Geographical Scope

The study may be conducted within organizations operating in Saudi Arabia.

Time Scope

The research covers data collected during the academic year 2026.

Human Scope

The target population includes project managers, project team members, and stakeholders involved in organizational projects.

Project Structure

Chapter One: Introduction

- Background of the Study
- Research Problem
- Research Significance
- Research Questions
- Research Objectives
- Research Hypotheses

Chapter Two: Literature Review

- Stakeholder Management Concept
- Stakeholder Theory
- Stakeholder Identification
- Stakeholder Engagement
- Project Success
- Previous Studies

Chapter Three: Research Methodology

- Research Design
- Population and Sample
- Data Collection Methods
- Data Analysis Techniques

Chapter Four: Results and Discussion

Chapter Five: Conclusions and Recommendations

Chapter 2: Literature Review

Stakeholder Management

Stakeholder management is a project management process that involves identifying stakeholders understanding their interests analyzing their influence, and developing strategies to engage them effectively throughout the project lifecycle. Effective stakeholder management helps maintain support, minimize conflicts, and improve project outcomes

Stakeholder Theory

Stakeholder Theory was introduced by Freeman (1984), who argued that organizations should consider the interests of all stakeholders rather than focusing solely on shareholders. The theory emphasizes balancing stakeholder expectations to achieve organizational success.

Stakeholder Identification

Stakeholder identification is the first step in stakeholder management. It involves recognizing all individuals and groups who may influence or be influenced by the project.

Stakeholder Engagement

Stakeholder engagement refers to actively involving stakeholders in project activities and decision-making processes. Engaged stakeholders are more likely to support project objectives and contribute to successful implementation.

Project Success

Project success is commonly measured through achievement of project objectives within planned scope cost quality and schedule while satisfying stakeholder expectations.

Previous Studies

Several studies have reported a positive relationship between stakeholder management and project success. Effective stakeholder engagement has been linked to improved communication reduced conflicts, and higher project performance.

Reference List

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PMI. (2021). A Guide to the Project Management Body of Knowledge (PMBOK® Guide) (7th ed.). Project Management Institute.

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Appendix: Questionnaire

Please indicate your level of agreement using the following scale:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Stakeholder Management

- 1- Stakeholders are identified at the beginning of the project.
- 2- Stakeholder expectations are clearly understood.
- 3- Stakeholders are regularly involved in project decisions.
- 4- Communication with stakeholders is effective.
- 5- Stakeholder concerns are addressed promptly.

Project Success

- 6- The project is completed on schedule.
- 7- The project is completed within budget.
- 8- The project achieves its objectives.
- 9- The quality requirements are met.
- 10- Stakeholders are satisfied with project outcomes.

Table of Research Instruments

Variable	Dimension	Number of Items
Stakeholder Management	Identification	1
Stakeholder Management	Expectations Understanding	1
Stakeholder Management	Engagement	1
Stakeholder Management	Communication	1
Stakeholder Management	Issue Resolution	1
Project Success	Schedule	1
Project Success	Cost	1
Project Success	Objectives Achievement	1
Project Success	Quality	1
Project Success	Satisfaction	1