

Project title

The Impact of Environmental Sustainability on Service Project success in Saudi Arabia

Student name

Thamer Mohammed Alharbi

Final Project – 2

Faculty of Management - Midocean University

Supervisor

Dr. Abdulrahim Nader

Faculty member - Faculty of management - Midocean
University

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Dedication

This research project is dedicated with love and gratitude to my beloved family. Their continuous encouragement, understanding, and sacrifices have been the driving force behind my academic and personal achievements.

To my parents, thank you for your prayers and support; to my friends and colleagues, thank you for your motivation and faith in me.

Abstract

This research explores the relationship between environmental sustainability practices and the success of service projects within the Kingdom of Saudi Arabia. The growing global emphasis on sustainable development and environmental responsibility has encouraged organizations to integrate green strategies into their operations.

This study investigates how sustainability initiatives influence project outcomes, including efficiency, quality, and stakeholder satisfaction. Using a quantitative approach, data were collected from 150 participants across Saudi service organizations.

Findings indicate a significant positive correlation between sustainability implementation and project success. Organizations that incorporate sustainability practices tend to achieve higher performance, enhanced trust, and improved operational resilience.

The research concludes with recommendations for developing sustainable project management frameworks that align with Saudi Vision 2030.

Keywords: Sustainability, Project Success, Environmental Management, Saudi Arabia, Service Sector.

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1. Chapter 1: Introduction

1.1 Introduction

In today's fast-paced global economy, organizations are under increasing pressure to address sustainability challenges while maintaining operational efficiency and project success. Environmental sustainability is now recognized as a strategic necessity rather than an optional initiative.

Saudi Arabia, through its Vision 2030, has placed sustainability and environmental responsibility at the core of its national transformation agenda. Service organizations—such as healthcare, education, tourism, and logistics—play a pivotal role in this transformation.

Despite the increased attention on sustainable practices, there remains limited research on how these initiatives directly affect project success in the Saudi context. Therefore, this study aims to investigate the impact of environmental sustainability practices on the success of service projects in Saudi Arabia.

1.2. Research Problem

Although many organizations acknowledge the importance of sustainability, few have successfully integrated it into their project management frameworks.

The problem addressed in this study is the lack of understanding of how sustainability initiatives influence project success in service-based organizations within Saudi Arabia.

While previous research has emphasized cost, time, and quality as key measures of project success, the role of environmental sustainability remains underexplored.

1.2.1. Theoretical Gaps

Traditional measures of project success—time, cost, and quality—have dominated research for decades. However, these metrics alone do not capture long-term organizational value or environmental impact.

Few studies have rigorously integrated sustainability as an explanatory factor within project success models for service organizations. This study responds to that gap by proposing and testing a sustainability-driven framework.

1.2.2. Practical Gaps

On the practical side, organizations struggle to operationalize sustainability. Policies may exist on paper, but translating them into project-level actions is more complex. Measurement systems are often underdeveloped, and performance indicators rarely include environmental dimensions.

This research proposes actionable pathways to embed sustainability into project planning, execution, and evaluation, enabling practitioners to make evidence-based decisions.

1.3. Research Significance

1.3.1. Theoretical Importance

This research contributes to academic literature by integrating sustainability theories with project management principles. It expands the understanding of sustainability as a critical success factor in modern projects.

1.3.2. Practical Importance

For practitioners, this study highlights the importance of adopting eco-friendly practices that not only preserve resources but also enhance organizational reputation, stakeholder satisfaction, and efficiency—directly supporting Saudi Vision 2030 goals.

1.4. Research Questions

1. How do environmental sustainability practices influence the success of service projects in Saudi Arabia?
2. What are the key sustainability factors that enhance project performance?
3. What barriers limit the effective implementation of sustainability initiatives in service organizations?

1.5. Research Objectives

1. To evaluate the impact of sustainability practices on project success.
2. To identify the most significant environmental factors contributing to project performance.

3. To develop a framework for integrating sustainability into project management processes.
4. To provide recommendations for promoting sustainable project execution.

1.6. Research Hypotheses

- H1: Environmental sustainability practices have a positive effect on project success in service organizations.
- H2: The integration of sustainability initiatives enhances project efficiency and stakeholder satisfaction.
- H3: Organizations applying sustainable project management achieve long-term strategic advantages.

1.7. Research Model

The conceptual model proposes a direct relationship between environmental sustainability practices (independent variable) and project success (dependent variable).

Key sustainability dimensions—such as energy efficiency, waste management, and resource optimization—are expected to positively influence performance outcomes like quality, cost, and satisfaction.

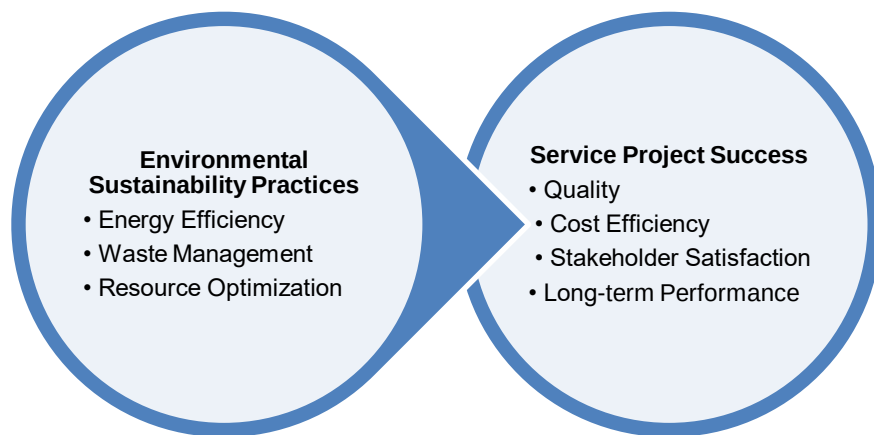


Figure 1 : Conceptual Framework showing the relationship between Environmental Sustainability and Project Success.

1.8. Scope of the Study

The study focuses on service-oriented organizations in Saudi Arabia, both public and private, including sectors such as education, healthcare, and hospitality. The research timeframe covers projects completed between 2022 and 2024. Industrial or construction-based projects are excluded to maintain a consistent focus on the service domain.

1.9. Project Structure

This research report is divided into five main chapters:

- Chapter One: Introduction
- Chapter Two: Literature Review
- Chapter Three: Research Methodology
- Chapter Four: Data Analysis and Results
- Chapter Five: Discussion, Conclusion and Recommendations

2.Chapter 1: Literature Review

2.1 Introduction

This chapter presents a comprehensive review of literature related to environmental sustainability and project success. It examines theoretical foundations, global and regional studies, and identifies gaps addressed by this research. The literature review provides the conceptual basis for understanding how sustainability contributes to the success of service projects.

2.2 Concept of Sustainability

The term sustainability originates from the Latin word “sustinere,” meaning “to hold up.” In modern contexts, sustainability refers to the ability to meet present needs without compromising future generations’ capacity to meet their own.

According to the Brundtland Report (1987), sustainability includes three interconnected dimensions: economic, social, and environmental.

Environmental sustainability, the focus of this study, involves actions that reduce ecological footprints, conserve resources, and promote responsible waste management. Organizations are increasingly recognizing the necessity of sustainable practices for long-term competitiveness.

2.3 Theoretical Background

Several theories support the link between sustainability and organizational performance:

2.3.1 Triple Bottom Line Theory (TBL)

Proposed by John Elkington (1997), this theory emphasizes that business success should be measured not only by profit but also by its impact on people and the planet.

Service organizations that adopt this approach create value across social, environmental, and economic dimensions, which enhances their long-term viability.

2.3.2 Stakeholder Theory

Freeman's (1984) Stakeholder Theory argues that organizations are responsible to multiple stakeholders, not just shareholders.

Integrating sustainability satisfies diverse stakeholder expectations and strengthens organizational legitimacy.

2.3.3 Resource-Based View (RBV)

This theory posits that organizations gain competitive advantage by developing valuable, rare, inimitable, and non-substitutable resources. Sustainability practices, such as innovation in energy efficiency or waste reduction, become strategic assets that improve project outcomes.

2.4 Sustainability in Project Management

Sustainability has become a fundamental component of modern project management frameworks.

According to Silvius and Schipper (2015), sustainable project management involves aligning project objectives with long-term ecological and social goals.

Projects that incorporate sustainability:

- Reduce negative environmental impact.
- Improve social equity and employee wellbeing.
- Enhance stakeholder trust and satisfaction.

In Saudi Arabia, sustainability is integral to national initiatives like Vision 2030 and The Green Saudi Initiative, reflecting the government's commitment to sustainable economic transformation.

2.5 Project Success Dimensions

Traditional project success is measured by the “iron triangle”: cost, time, and quality.

However, contemporary researchers have expanded this model to include sustainability, innovation, and stakeholder satisfaction.

Serrador and Pinto (2015) suggested that long-term benefits and stakeholder relationships are better indicators of success than short-term project metrics. Thus, sustainability becomes both a driver and a measure of success.

2.6 Sustainability in the Saudi Context

Saudi Arabia's Vision 2030 prioritizes environmental protection, renewable energy, and efficient resource utilization.

Service organizations, such as educational institutions and healthcare providers, are adopting eco-friendly initiatives, including paperless systems, recycling programs, and green procurement.

While government policies encourage sustainability, the pace of adoption varies among sectors. Research exploring how these efforts affect project performance remains limited—highlighting the significance of this study.

2.7 Empirical Studies

Numerous international studies have examined the sustainability–success relationship:

- Alharbi (2019): Found that green procurement positively affects project success in Gulf countries.
- Chen et al. (2022): Identified that sustainability-driven innovation enhances competitiveness and project quality.
- Rahman & Al-Ghamdi (2020): Reported that Saudi organizations practicing sustainability show improved operational efficiency and stakeholder satisfaction.

However, most studies have focused on industrial or construction projects rather than service organizations, which justifies the focus of this research.

2.8 Summary of Literature Review

The reviewed literature establishes that sustainability positively influences project success through improved efficiency, innovation, and stakeholder trust.

Nonetheless, a gap exists in empirical research within Saudi service organizations. This study bridges that gap by providing localized insights and proposing a sustainability-driven project success model.

3.Chapter 3: Research Methodology

3.1 Introduction

This chapter outlines the methodology used to conduct the study. It describes the research design, population, sampling, data collection, and analysis procedures applied to achieve the research objectives.

3.2 Research Design

A quantitative, descriptive-correlational design was adopted to examine relationships between sustainability practices and project success.

Quantitative analysis allows objective measurement of relationships and patterns across a large sample.

3.3 Population and Sampling

The study targeted employees and project managers in Saudi service organizations (e.g., education, healthcare, and hospitality).

A total of 150 respondents were selected using a simple random sampling technique. This approach ensured diversity and minimized sampling bias.

3.4 Data Collection Tool

A structured questionnaire was developed, consisting of three sections:

- Section A: Demographic Information
- Section B: Sustainability Practices
- Section C: Project Success Indicators

Responses were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.5 Data Collection Procedure

The questionnaire was distributed online and in person. Participants were informed about the study's purpose, and confidentiality was maintained throughout.

Responses were collected over a three-week period and verified for completeness before analysis.

3.6 Data Analysis Techniques

Data were analyzed using the Statistical Package for the Social Sciences (SPSS).

Techniques included:

- Descriptive Statistics (Mean, SD, Frequency)
- Correlation Analysis to determine relationships between variables

- Regression Analysis to assess predictive influence of sustainability on project success
- Reliability Testing using Cronbach's Alpha

3.7 Validity and Reliability

- Validity: The questionnaire was reviewed by three academic experts to ensure content relevance and clarity.
- Reliability: Cronbach's Alpha test produced a coefficient of 0.88, confirming high internal consistency of items.

3.8 Ethical Considerations

All participants were informed about the research objectives and provided consent.

Responses remained confidential, and no personal identifiers were collected.

The research adhered to ethical standards set by Midocean University's academic guidelines.

3.9 Summary

This chapter explained how the study was conducted and analyzed. The chosen methodology ensured objectivity, reliability, and validity of results. The next chapter presents data analysis and discusses the findings.