

UBBFSEGA

Universitatea Babeş-Bolyai | Facultatea de Ştiinţe Economice şi Gestiunea Afacerilor



DOCTOR OF PHILOSOPHY THESIS

THE VALUE OF PROJECT MANAGEMENT IN PROJECT-DRIVEN ORGANIZATIONS

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SUMMARY

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KEYWORDS

Project management, behavioral economics, project value, perceived value, stakeholder, conjoint analysis, matrix organization

INTRODUCTION

The thesis "The necessity and value of project management in organizations' general objective is to chart a framework for identifying the business value of the projects and project management, as it is perceived from the perspective of the stakeholders involved. The purpose of the research is to identify best practices, formulate methods and practical approaches applied for determining the value perceived by the people involved in projects and the value generated by the project and project management. The thesis has two main novelty components: a) the project management in the behavioral economics paradigm; b) highlights the relative role of perceived value projects and proposes analytical approaches (conjoint analysis, multidimensional scaling) for project value evaluation.

CHAPTER 1 provides insights on project-based organization, organizational design, and organizational culture based on project management.

CHAPTER 2 presents the link between projects or project management and the concept of value.

CHAPTER 3 analyses the latest scientific research regarding how the value is perceived in projects and project management.

CHAPTER 4 contains a series of empirical researches and practical studies regarding the value of projects and project management. These studies are not isolated, but they aim to cover a common theme and to complete each other.

The research approaches project management from a theoretical and practical perspective, identifies best practices and formulate applied methods for determining the value of project management.

CONCLUSIONS

In the following organizational initiatives, businesses, investments, projects, programs or project portfolios can be evaluated not only by direct measurement of financial indicators

but also using methods that take into account the amount charged to individual people involved in projects.

Data regarding respondents' perception about the projects and their management can be used by project managers in the current business management, to motivate the team, for the allocation of tasks in the project or the project communication. Also the data can offer sponsors, investors or functional managers in organizations the opportunity to objectively assess the expectations or other project managers and project stakeholders. The information obtained by this analytical approach can provide new capabilities for recruiters who aim to attract talent into the organization. It enables them to identify and retain valuable people to the organization giving them the right support and motivation.

Future research

Due to the dynamic nature of perceived value, using a longitudinal study would be a natural continuation to the series of cross-sectional studies presented in this paper. This study would enable stability check of the results within the research, over time.

A second natural step after this research is to build a game as the described in chapter 4 of the thesis. It would expand the opportunities for scientific investigation and it would have an immediate applicability: it will allow modeling and estimating preferences and projects components.

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