AN INVESTIGATION OF ALIGNING LARGE PROJECT MANAGEMENT PROCESS TO BUSINESS STRATEGY: A REVIEW AND CONCEPTUAL FRAMEWORK

Abstract:

Purpose – The purpose of this paper is to discuss in depth the factors that lead to misalignment between the project management and the business strategy by investigating four case studies in the telecommunications industry in Saudi Arabia.

Design/methodology/approach – Due to the limited research on the subject of the alignment of project management and business strategy, the methodology used in this research was a case study in depth interview

Findings – The research highlights the important factors that affect the process of aligning the project management to the business strategy. The companies that have strong alignment between the business strategy and the project management show successful projects outcome while the companies that have weak alignment show less successful projects outcome.

Practical implications – This research helps the companies to implement their business strategies in their projects. Also, helps the project management team to execute the projects in a strategic way.

Originality/value – This research contributes to the literature with a clear explanation of the concept of the alignment and provides a framework to ensure the alignment between the large project management process and the business strategy is achieved.

Keywords

Project management, business strategy, alignment.