

College of Business Academic Seminar Series

Speaker



Does Systems Thinking Improve Project Management Performance?

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Description:

This study aims to relate systems thinking, as a practice to manage complexity within businesses, to performance rate in managing projects within small to medium enterprises. The matrix project organizational model is used with three variants were examined: Weak, Balanced, and Strong structures. Using tailored questionnaires, the research data was gathered from 103 companies in Riyadh of different sectors, sizes, and ages. The standard normal distribution was used to categorize the respondents in terms of their correlation degree with the project performance. The Smart-PLS analysis is then used to quantify these correlation relationships. The results showed that companies with both low and high systems thinking seem to perform better than those of medium system thinking adaptation. These result somewhat unexpected and interpreted in terms of the specific Saudi business environmental and cultural characteristics.



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