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Programme of Study: MSc Computer Science - The University of Essex Online

Research proposal outline

1. Research area and working title:

Impact of Cultural Differences on International Project Management

2. Proposed Research Problem and Research Question:

- **Research Problem:** The study aims to understand how cultural diversity affects team outcomes in international projects and proposes future research to understand its mechanisms and implications (Liu et al. 2020).
- **Primary Research Question:** How do cultural differences influence the management and success of international projects?

3. Proposed Aims and Objectives:

- **Aim:** To investigate the impact of cultural differences on the management and success of international projects (Tam et al. 2020).
- **Objectives:** Identify and analyse significant cultural factors influencing project management; Assess their impact on project outcomes; Develop effective strategies for managing cultural differences within project teams (Tam et al. 2020).

4. Proposed Research Design:

- The research will employ a mixed-method approach, including quantitative surveys of project managers with international project experience, qualitative in-depth interviews, and case studies analysis (Magano et al. 2020).
- As per Khan & MacEachen (2022), data will be collected through online surveys and virtual interviews, with subsequent data analysis encompassing statistical analysis for survey data and thematic analysis for interview data (Braun & Clarke, 2022).

5. Artefact(s) that can be created:

- A comprehensive report outlining research findings and best practices. Practical guidelines for managing cultural differences in international projects. A training module for international project managers (Ika et al. 2020).
- A Python program that serves as a Cultural Impact Assessment Tool for Project Management.

References:

- Braun, V. & Clarke, V. (2022) Conceptual and design thinking for thematic analysis. *Qualitative Psychology*, 9(1), pp.3–26. Doi: <https://doi.org/10.1037/qup0000196>.
- Ika, L.A., Söderlund, J., Munro, L.T. & Landoni, P. (2020) Cross-learning between project management and international development: Analysis and research agenda. *International Journal of Project Management*, 38(8). Doi: <https://doi.org/10.1016/j.ijproman.2020.10.005>.
- Khan, T.H. & MacEachen, E. (2022) An Alternative Method of Interviewing: Critical Reflections on Videoconference Interviews for Qualitative Data Collection. *International Journal of Qualitative Methods*, 21(1). Doi: <https://doi.org/10.1177/16094069221090063>.
- Liu, J., Cui, Z., Feng, Y., Perera, S. & Han, J. (2020) *Impact of culture differences on performance of international construction joint ventures: the moderating role of conflict management*. [Online]. Available from: <https://www.emerald.com/insight/content/doi/10.1108/ECAM-02-2019-0111/full/html> [Accessed 24 June 2024].
- Magano, J., Silva, C., Figueiredo, C., Vitória, A., Nogueira, T. & Pimenta Dinis, M.A. (2020) Generation Z: Fitting Project Management Soft Skills Competencies—A Mixed-Method Approach. *Education Sciences*, 10(7), p.187. Doi: <https://doi.org/10.3390/educsci10070187>.
- Tam, C., Moura, E.J. da C., Oliveira, T. & Varajão, J. (2020) The factors influencing the success of on-going agile software development projects. *International Journal of Project Management*, [online] 38(3), pp.165–176. Available from: <https://www.sciencedirect.com/science/article/pii/S0263786320300089> [Accessed 24 June 2024].