

عنوان مقاله:

The Impact of Leadership Networking on the Implementation of Projects within Multinational Organizations

محل انتشار:

مجله بین المللی رهبری سازمانی، دوره 12، شماره 1 (سال: 1402)

تعداد صفحات اصل مقاله: 18

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خلاصه مقاله:

Managing complex teams in the implementation of projects requires collaboration and building trust between different actors, such as service and product providers, agencies or certification bodies, consultancies, financial institutions, or enterprises. The success of the project is significantly influenced by the ability of the leadership networks to form and implement a collaborative structure that ensures the achievement of expected results. This paper aims to develop and analyze a networking model to test the cooperation mechanism, the flow of information, and the capacity for collective action within a Transport Management System – Freight Audit & Payment (TMS-FAP) project in a multinational company. In this regard, the research was approached by using Social Network Analyses (SNA). The leadership network comprised ۱۵ teams, who participated in implementing a new logistics system in a multinational company's subsidiary from Romania. The results suggest the key positions that different actors/stakeholders must hold within the project that induce a maximum effect on the achievement of the expected results and the success of the project. The added value of the study resides in the possibility of replicating the analysis model developed in similar cases, which requires the formation of the most appropriate implementation teams for various types of projects.

کلمات کلیدی:

Leadership networking, project success, Social networking analysis

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<https://civilica.com/doc/1923220>

