

# Summary / Abstract in English

*„The role of stakeholders in project management during the initiation and conception phases”*

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Keywords: internal and external stakeholders, project management, stakeholder relationship management

The topic of project and stakeholder management was chosen as the topic of the doctoral dissertation because of its growing importance for modern businesses. Projects are present in almost every area of human activity, not only in the economic field. Projects - no matter what their scope, size or field - are an attractive formula for achieving a specific task/goal.

The topic of this dissertation is embedded in the spectrum of stakeholder management in the initiation/conceptual phase of a project - i.e. at the vision stage, even before the project objectives have been defined. Although there are many studies on project management and the impact of stakeholders on the implementation of generic projects, there is a lack of studies on the identification of stakeholders in the initiation/conceptual phase of a project, crucial for defining project objectives. This represents a research gap in project management at the goal definition phase of project visioning. Therefore, this dissertation can fill the gap in theory by contributing to the knowledge of project management.

The main objective of the dissertation was to determine whether the role and importance of stakeholders in the project initiation and conception phase is taken into account. Based on this, the main hypothesis of the dissertation was formulated - taking into account the role and importance of stakeholders in the initiation and conception phase of a project allows projects to be implemented as intended.

The research verified the research hypotheses and demonstrated the impact between the inclusion of stakeholders on the quality of outcomes in line with project assumptions. The research found that including internal stakeholders increases this chance by more than six times and external stakeholders by almost four times. The majority of companies that did not achieve the expected project outcomes indicated that this may have been due to a failure to include stakeholders in the initial phase of the project.

It was also shown that companies that included a greater number of internal and external stakeholder groups in the project initiation and conception phase were significantly more likely to achieve results in line with project objectives (+/-10% variation).

Chapter I was devoted to project management in the academic literature and the role of projects in the management of contemporary organisations. It also discusses the stages of project management including the initiation and conception phase. Chapter II presents methods that support project management, such as quality and risk management and IT support. Issues of efficiency and project maturity are also addressed. Chapter III discusses the role of stakeholders in project management. Chapter IV considers the characteristics of the research methodology. The research aims and objectives, organisation of the research, methods, techniques and tools used are discussed. Chapter V presents the results of the empirical study. The entire work ends with conclusions and recommendations.