



**THE IMPACT OF ENTREPRENEURIAL ORIENTATION ON PROJECT
SUCCESS WITH THE MEDIATION OF ABSORPTIVE CAPACITY**

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Submission Date: 4th February, 2019

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SUCCESS WITH THE MEDIATION OF ABSORPTIVE CAPACITY**

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A thesis presented to Bahria University, Islamabad in partial fulfillment of the
requirements for the degree of Ms Project Management

February 2019

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ACKNOWLEDGEMENT

First of all, all praise to be Allah the Almighty, without whose help and guidance, nothing can be accomplished. I would first like to thank my thesis advisor Dr. Sabeen Hussain Bhatti of the Department Management Science at Bahria University Islamabad. The door to Senior Assistant Professor. Dr. Sabeen Hussain Bhatti office was always open whenever I ran into a trouble spot or had a question about my research or writing. She consistently allowed this research study to be my own work, but steered me in the right the direction whenever she thought I needed it.

I must express my very profound gratitude to my parents and my friends Saifullah Khalid and Babar Sultan for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them. Thank you

My final acknowledgement goes to participant in this study, who agreed to give me some of their precious time, indeed, they are the real heroes since this study would not have been possible without them.

I would also like to acknowledge Bahria University Islamabad, for allowing me to conduct my research and providing any assistance requested. Special thanks goes to the members Management Science Department for their continued support, without their passionate participation and input, this research study could not have been successfully conducted.

DEDICATION

I dedicate this project to God Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this program. I also dedicate my dissertation work to my family and many friends. A special feeling of gratitude to my loving parents, whose words of encouragement and push for tenacity ring in my ears. Thank you. My love for you all can never be quantified. God bless you.

ABSTRACT

IT is the leading industry of 21st century, with the emergence of IT industry in Pakistan number of complex projects are increasing day by day across many industries under the domain of IT industry and challenges associated with this industry are substantial. According to a study conducted in 2013 only 15% of government IT project were successful in Pakistan. This has gathered everyone's attention to probe into the reasons of failure. In the following study researchers have conducted this research to understand how entrepreneurial orientation positively impacts the project success. In this research researcher discusses the association among entrepreneurial orientation (EO), 7 (ACAP) and project success (PS). This research mainly focused on the influence of EO on PS by mediating role of Absorptive capacity (ACAP) in IT industry mainly software development companies in Rawalpindi/Islamabad Pakistan. The researcher used a quantitative method to collect data. The methodology applied in this research study to analyze the results were Regression Analysis, and Preacher and Hayes method of mediation. The researcher analyze the reliability and validity of the data collected. And used questionnaires surveys to collect the data. Data was analyzed by descriptive statistics method. The software used for analysis were SPSS, Process Macro and Smart PLS software. Lastly, the results of this study recommend that project management practices (PM) can be affiliated to organization's entrepreneurial orientation to empower organizations to achieve enhanced outcomes in the projects and engender advantage which is also competitive.

Keywords: Entrepreneurial orientation, Absorptive capacity, Project success, Project management.

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