# Impact of Dynamic Working Environment on Project Success in Telecom Sector: Mediating Role of Switch Style of Leadership

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**Thesis Submitted By:**

*Imran Qamar Khan*
*01-298171-026*

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*Dr. Riaz Ahmed*

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**Department of Management Sciences**

**Bahria University, Islamabad Campus**

# Abstract

In an environment characterized by dynamism and fluctuations, governmental and industrial regulations, competition and technological evolution the Pakistani IT telecom sector represents a not so different scenario as in any other country with failing projects and low profit margins. Project management fails to give a unified version of definition and the understanding of project complexity, while also trying to answer as to how project success should be measured of those projects that operate in a technology driven and complexity laden environments. Leadership has been observed to have the inherent ability of being flexible enough to be applied to any situation or circumstances confronting a project and instrumental in producing the desired results. A relatively newer concept of switch leadership has been shown to produce positive impact in countering the threats of complexities and improving the chances of projects becoming a viable concern, contributing towards organizational and corporate success. An empirical study has been conducted to test the mediating effect of switch leadership on project success, for projects, that operate in a dynamic environment. Results obtained have suggested that using switch style of leadership, project managers can increase the possibility of a project being successful, suggesting project managers to use multiple styles of leadership to improve chances of success.

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