

FACTORS INFLUENCING ADAPTATION OF AGILE METHODOLOGY: A CASE STUDY OF XYZ COMPANY

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Along with the evolving business environment many organizations strive to sustain. Telecommunication industry is one of them. To face the challenge, organizations must have an established delivery mechanism which is faster, efficient and flexible. Agile project management (APM) is a key methodology that organizations are following in the modern context to meet the above delivery expectations. XYZ company is a leading telecommunication service provider in Sri Lanka. As many other organizations, XYZ also practiced the Traditional project management (TPM) methodology. With the stiff competition in the industry the existing TPM methods are not competitive enough to deliver projects on time. This has resulted unsatisfied stakeholders, loosing revenues, impacting the brand name etc. As APM bridges this gap, irrespective of the business line, organizations move from TPM to APM. Thus, this study attempts to identify the factors influencing the adaptation of APM methodology in XYZ Company. Extant literature suggests People factors, Technological Factors, Management Support, Project Management Knowledge, Organization Culture, Colocation etc. as key determinants of adaptation of APM. Among these tested variables by other researchers, this study focuses on Resource Allocation, Management Support, Project Management Knowledge and Organization Culture for further research. The population consist of the 110 employees at XYZ Company related to software development projects. Stratified sampling method and a questioner is used to collect data from a sample of 86 respondents. Further the collected data analysed through SPSS statistical analysis tool. According to the analysis it is concluded as resource allocation, management support, project management knowledge are moderate concerns which impacts to the adaptation of APM. Further organization culture is a minor concern and the researcher has provided the recommendations accordingly.

Keywords: *Agile Project Management (APM), Traditional Project Management (TPM), XYZ Company*