

COMMUNICATION AS A TOOL IN ACHIEVING EXCELLENT AND TIMELY EXECUTION OF PROJECTS: A STUDY OF DANGOTE CEMENT COMPANY IN NIGERIA

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Abstract

This study aims to examine communication as a tool in achieving excellence and timely execution of projects in Dangote cement company. The methodological approach of this study mainly adopts a single case study research design. A semi-structured questionnaire which was constructed based on extant literature, was employed for data collection. The analysis enlisted the participation of 100 workers who were purposefully selected from the Dangote Cement Company. Data analysis was performed using thematic analysis and descriptive statistics. The study finds that communication is vital in the delivery of projects on time, and electronic media is used frequently in Dangote cement company during the execution of projects when communicating with supervisors and co-workers. The results also reveal that certain barriers exist regarding communicating effectively during project execution in the company, such as lack of clarity, poor listening, team conflict, cultural barriers and language deficiencies, inconsistencies, and wrong assumptions. Apposite research studies conducted in a cement manufacturing business in project management are scarce in the extant literature. Thus, this research makes a useful contribution by examining how communication plays a vital role in achieving projects while understanding communication barriers. Communication is a critical component of every organization's performance and a vital instrument for achieving business objectives more effectively and efficiently. This research extrapolates important insights for organizations, businesses, and corporations, both public and private, to apply effective communication methods for achieving and resolving the progress of projects. Efforts should be geared toward eliminating barriers in communication during the execution of projects, as seen in this study.

Keywords: Communication, Projects, Single case study