

A PROJECT MANAGEMENT METHOD FOR SMALL AND MEDIUM SOFTWARE ENTERPRISES

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Abstract: *The industrial development made India to dream for developed countries. Current scenario is that India is under developing countries. There are small scale industries, middle scale industries, large scale Industries. SSI registration under the MSMED Act as Micro, Small and Medium sized enterprises can obtain MSME Registration in both the manufacturing and service sector. Small Scale Industries delivers independency in the working. It requires less capital investment as compare to other kind of business. The project management works as a guideline tools for the development of small scale industries. The current study aims the project management in small and medium software enterprises in Chennai.*

Key Words: *Industrial development, small software Industry, medium software, project management, Chennai etc.*

Introduction

Industrial development is defines the national development. The current study is the concise and practical method which is used for the on development of small and medium software industries. The process of included the rationally uses Quality Assurance, Concurrent Versions System, Check sheet and other management mechanisms to include the compilation of different documents and codes into an unified process. The author shows the elements, combination charts and total flow chart of this method in order, as well as the basic documents aimed at filtering of software programs for small and medium enterprises. Now-a-days there are many the software development industry which are conquered by a countless of small and medium-sized enterprises (SMEs).

Literature Review

1. **Rodney Turner, Ann Ledwith, John Kelly** in their study Project Management in Small to Medium-Sized Enterprises: Matching Processes to the Nature of the Firm explained that Small to medium enterprises (SMEs) play an important role in the economic development of employment, innovation and growth. Project management in key role in facilitating this contribution, but SMEs require less bureaucratic forms of project management than those used by larger, traditional enterprises. They interviewed three sized enterprises and all the respondents wanted less bureaucratic versions of project management than traditional forms, but medium-sized enterprises, where people fulfil more specialist roles, need more structure than small and micro enterprises.

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2. **Meister, W. (2006)** in his study Successful project management for small to medium enterprises (SMEs) explained on a few key points that make a significant difference to the success of projects. It is envisioned to suggest SME organisation and smaller project a scaled down project management concept that will avoid project management turning into a project itself. It only covers a small part of project management methodology and the use of supporting Project Management literature is highly recommended.
3. **Marjan Mohammadjafari^{1*}, Shamsuddin Ahmed¹, Siti Zawiah Md Dawal¹ and Hadi Zayandehroodi (2011)** The importance of project management in small- and medium-sized enterprises (SMEs) for the development of new products through E-collaboration described a new model using critical success factors of implementing projects in small- and medium-sized enterprises (SMEs). The factors in the conceptual model were identified in past studies and are validated from interviews with 20 project managers in the electronics industry in Iran. The concept and value of E-collaboration and project management, and its strengths and weakness on SMEs, is also explained.
4. **Theekshana Suraweera, Venkat Pulakanam, Olkan Guler** in their study Managing the Implementation of IT Projects in SMEs: An Exploratory Investigation that the implementation of IT projects such as acquiring and implementing accounting software systems has become widespread among small and medium sized enterprises (SME). Invariably the SMEs face numerous difficulties, especially at the initial stages of IT project implementation. Using case study approach, this paper explores the nature of and the processes related to managerial aspects of accounting software systems implementation projects in SMEs. The results provide valuable insights to the project management processes with respect to the implementation of software applications in the SMEs.

Objectives of the Study

- a. To provide a characterization of SMEs based on previous studies.
- b. To study on the number of software process models and software process improvement (SPI) models, used in SME in Chennai.
- c. To assist SMEs to improve the way of developing software.

Research Methodology

Questionnaire and interview method was used of the employees of selected software enterprises for the current study. The records were collected and analysed to get the result. There were two sources of data collection is used as:

- A) **Primary data:** The Primary data is the data which is directly collected through interview & questionnaires from the respondents.
- B) **Secondary data:** Secondary data is collected from the information which is available in printed form i.e. Magazines, Journals, Books, Enterprise records etc.

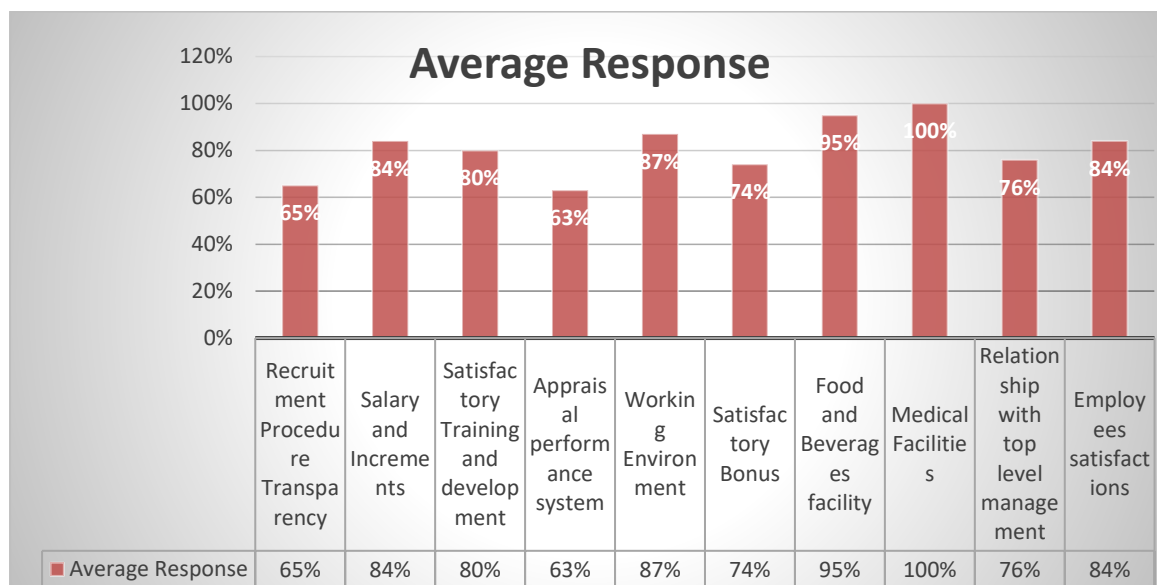
Data Collection

As the current study is an empirical study, the researcher has selected 10 enterprises as sample size. For the current study, the researcher has focused on those respondents willing to participate and co-operate in order to ask the proper responses.

Result of the Study

The data collected from the selected ten enterprises were analysed and the average performance of it is given in the below table with the selected parameters of current study:

Sr.no.	Parameters	Results
01	Recruitment Procedure Transparency	65%
02	Salary and Increments	84%
03	Satisfactory Training and development	80%
04	Appraisal performance system	63%
05	Working Environment	87%
06	Satisfactory Bonus	74%
07	Food and Beverages facility	95%
08	Medical Facilities	100%
09	Relationship with top level management	76%
10	Employees satisfactions	84%



As shown in above table, the parameters are described as follows:

1. Recruitment Procedure Transparency:

There are various methods used to recruit the employees in small and medium software enterprises. Walk-in interviews, group interviews and sometimes personal interviews. The applying candidates may be fresher or experienced. The fresher candidates may have lower salary expectations but the experienced candidates expect better job than the previous ones which may not be possible in small or medium software enterprises.

2. Salary and Increments

Progress is one of the most desires for every person that works. Everybody wants to be successful in their professional life. Hence salary expectations vary person to person. Sometimes the person may be satisfied or may not be satisfied with the salary. The increments of the salary varies enterprise to enterprise. Some enterprises hike the salaries periodically whereas some increase the salary according to the work of employee.

3. Satisfactory Training and Development

The world is developing every second and hence various developments are being made every second. It important for every enterprise to adapt the technology for betterment of the enterprise and to sustain in the fast-developing market. The training is provided by every enterprise for the employees periodically. It is important to update the knowledge of every employee according to the condition of market. It helps the employee to develop and hence the enterprise as an enterprise.

4. Appraisal Performance System

Appraisal Performance systems facilitate managers value worker job performance and develop a good system of pay will increase and promotions. Appraisals successively will facilitate workers members improve performance, and assist firms in fashioning or reorganizing job functions to raised work the position or the worker.

5. Working Environment

A good working environment helps the employee to work in a peaceful mind set which results in the better quality of work and hence it boosts the working capacity and quality of the work and the output from it is for betterment of the enterprise. Enterprises organize different activities for the employees periodically viz., outing on weekends or the family day or parties that allow the employees to bring their family members to their workplace.

6. Satisfactory Bonus

A bonus is a financial compensation that is above and beyond the normal payment expectations of its recipient. Bonuses may be awarded to both entry-level employees and to senior level executives. Bonuses may be dangled as incentives to prospective employees and can also be distributed to a enterprise's shareholders. Bonuses are normally given on special occasions.

7. Food and Beverages Facility

The food and Beverages play a vital role in the enterprise's betterment. It keeps the employee satisfied in terms of the hunger also the beverages help to let them work if they feel lazy or drowsy. The hot beverages like tea or coffee reduce the stress and refreshes the employee and hence he/she can work in better way. Hence the enterprises have at least a small kitchen-like area with some amenities.

8. Medical Facilities

Medical facilities are most important facilities that should be in every enterprise no matter the size. First aid kit, basic medicines, a doctor on call every hour and also a psychologist for psychological health of the employee. An emergency can occur at any instant and hence the medical facility should be provided to the employees so that they feel safe to work.

Psychologist should be recruited for the employees so that if they are facing the mental health issues like sadness or depression, it should be cured and they can work peacefully.

9. Relationship with Top Level Management

The management should have a good bonding with the employees so that they can freely express their problems or the opinions in the matter of management related issues of the enterprise. Whereas it is also important to keep the required distance to maintain the professionalism and decorum of the enterprise.

10. Employees Satisfaction

It is most significant factor in the development of the enterprise. The satisfaction of the employee is as important as the satisfaction of the customers. The satisfied employee helps developing the enterprise while he/she develops individually in the fruitful environment of the enterprise and works with more dedication which eventually results in betterment of the enterprise.

Conclusion

The result of the study shows that the project management in the small and medium software enterprises requires to work for the enhancement of the utilization of their all sources for the employees in SMEs to increase the productivity and efficiency of employees. As the analysis is based on the study of empirical and theoretical pattern of the study, the results proved their views on several practices of Project management and the barriers, problems faces by both owners and employees during the working at workplace. Managing machine, material, capital, inventory are easy but managing Human resource is a crucial tasks. A conducive working environment would enable for the better working environments. It would support the staffs to work with their full potential. Providing awards and rewards will also work as remedial tools. The human mind changes as per time, place, situation, environment etc. Hence the enterprises should look after the satisfaction of the customers and employees as well. That boosts the economic growth of enterprise and results in the development of the SME.

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