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Adapting SWOT Analysis to Suit the Needs of The Project Management in Higher Education: A Case Study from The Project Center of The University of West Bohemia

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Abstract

In tertiary education the issue of adjusting the project management system to use and redistribute resources more effectively might be as acute as in the private sector in the Czech Republic because according to some previous research (Vacek & Ircingova, 2014) it is important to enhance project management competencies including the project portfolio management. Some studies indicate (Lycett et al., 2004; Cervone, 2014) it may seem to be difficult to determine whether or not a particular project was successful and calculate empirical results it helped to deliver. In many projects both external and internal factors play an important role and may pose various obstacles in front of project managers, therefore, it appears to be important to evaluate current strategic project management approach based on the projects that have been carried out successfully over the period of 5 years. This paper attempts to introduce a SWOT (Strength, Weakness, Opportunity, and Threat) analysis evaluation system to research possible critical success factors (CSFs) that could influence the results of over 80 projects run by 23 project managers working at various faculties in the University of West Bohemia. The data is collected using a qualitative method by questioning a panel of experts in charge of selected projects. The results suggest that a few negative internal and external factors affecting the efficiency and the results of the projects might be eliminated with the help of the strategic management (SM) approach. In conclusion, a visual representation of the analysis results is provided which points out that risk management and capabilities/skills of dealing with internal risks or foreseeing downsides might be the most important issue to be addressed.

Keywords: Project management, SWOT, critical success factors, project evaluation.