

## **Empirical Study for the Project and the Project Management Dimensions Comparison between SMEs and Large Companies**

**Authors :** Amina Oukennou, Zitouni Beidouri, Otmane Bouksour

**Abstract :** Small to Medium-sized enterprises are a very important component of the economy. They are present in the whole industries all over the world. They are considered as the engine for future growth in the economy. Project management is an economical international factor impacting all types of enterprises including the SMEs. This paper has the aim of measuring the weight of using projects and project management in Moroccan SMEs in comparison with the large companies. The study is based on interviews with experts: project managers, managers, directors, and consultants. They were asked questions measuring the weight of using projects, the level of using project management, and the resources employed. Eighteen Moroccan companies from a range of industries and sizes were consulted. All the companies consider projects as a key element in their strategy. Most of them affirm the great usefulness of the approach 'project', especially for the external activities. The main differences lie in the duration and the size of used projects. Despite the commonly shared idea about the importance of the project management, the interviewed persons believe that the project management knowledge has the same importance or less than the technical knowledge. All the companies affirm the need for a simpler version of project management. The content varies from one company to another.

**Keywords :** project dimension, project management, small to medium-sized enterprise, Morocco

**Conference Title :** ICBFM 2016 : International Conference on Business and Financial Management

**Conference Location :** Paris, France

**Conference Dates :** September 26-27, 2016