

A Strategic Partner Evaluation Model for the Project Based Enterprises

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Abstract : The optimal partner selection is one of the most important factors to pursue the project's success. However, in practice, there is a gaps in perception of success depending on the role of the enterprises for the projects. This frequently makes a relations between the partner evaluation results and the project's final performances, insufficiently. To meet this challenges, this study proposes a strategic partner evaluation model considering the perception gaps between enterprises. A total 3 times of survey was performed; factor selection, perception gap analysis, and case application. After then total 8 factors are extracted from independent sample t-test and Borich model to set-up the evaluation model. Finally, through the case applications, only 16 enterprises are re-evaluated to "Good" grade among the 22 "Good" grade from existing model. On the contrary, 12 enterprises are re-evaluated to "Good" grade among the 19 "Bad" grade from existing model. Consequently, the perception gaps based evaluation model is expected to improve the decision making quality and also enhance the probability of project's success.

Keywords : partner evaluation model, project based enterprise, decision making, perception gap, project performance

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