

# A Study on the Factors Influencing Project Success in Electrical and Electronic Manufacturing Sector in Penang, Malaysia.

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- **Abstract:** For the past decades, Malaysia's economic growth is heavily depending on the Electrical and Electronic (E&E) manufacturing sector that had contributed significantly to Malaysia's GDP, exports and employment. Organizations in this sector are currently introducing project-based work to identify and carry out the changes accordingly to ensure business longevity, and consistently meeting their business objectives. The objective of this study is to identify factors influencing project success in E&E manufacturing sector in Penang, Malaysia. This study is crucial to these organizations for them to gain competitive advantage and adjusting their project management methods accordingly. The proposed dependent variable for this study is project success whereas the proposed independent variables are project manager's competency, top management support, organizational culture and communication. Quantitative research method was adopted in this study and the measuring instrument is a set of questionnaires sent to 150 respondents with project management background. The data analysis was performed using SPSS software. The multiple regression analysis indicated all the four independent variables were the significant predictors to project success. The findings of this research contribute to the literature gap of lacking of study in manufacturing sector pertaining to project success.
- **Keywords:** project success, project management, critical success factor, Malaysia