



## Linking Project Management to Business Strategy

*Aaron Shenhar, Dragan Milosevic, Dvir Dov, Hans Thamhain*

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Organizations often focus on short-term results, such as immediate financial goals. However, projects are expected to achieve results that link back to an organization's overall business strategy. This apparent discrepancy led researchers to ask: What does it mean to link project management strategy to business strategy?

In Linking Project Management to Business Strategy, researchers were guided by the hypothesis: If projects are successful in aligning their efforts with the business strategy, they will better contribute to the long-term goals of the organization.

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