

project orientation [austria II]

As part of the research programme *project orientation [international]* by the PROJEKTMANAGEMENT **GROUP** (PMG) of the Vienna University of Economics and Business Administration, the PMG started the research project *project orientation [austria II]* in January 2006. The main objectives are the analysis and benchmarking of the project management practices of about 80 Austrian project-oriented companies including the results of the pilot project *project orientation [austria]* as well as the analysis of the project management-related services (education, research and marketing). The gained results will show Austria as a project-oriented nation including defined strategies for the further development of the project orientation. The Austrian results will be compared to the other national cooperation partners of the research programme by performing an international benchmarking.

Maturity models

In the research programme *project orientation [international]* the maturity models “project-oriented company *mature*” and “project-oriented society *mature*” were applied. These models have been developed based on the management approach *ROLAND GAREIS Management of the project-oriented Company®*. The project management practices from companies as well as the project management-related services like education, research and marketing provided in a nation are analysed based on questionnaires.

Results of research project *project orientation [austria II]*

The qualitative research in Austria was performed in two steps: The first step was the acquisition, analysis (self and external analysis) and benchmarking of project-oriented companies, while in the second step the project management-related services were analysed by the research team.

Results of the project management practices in Austria

In the spider web of the model “project-oriented company *mature*”, Figure 1, the area of the average *mature* ratios of the 76 project-oriented companies in Austria is displayed in orange:

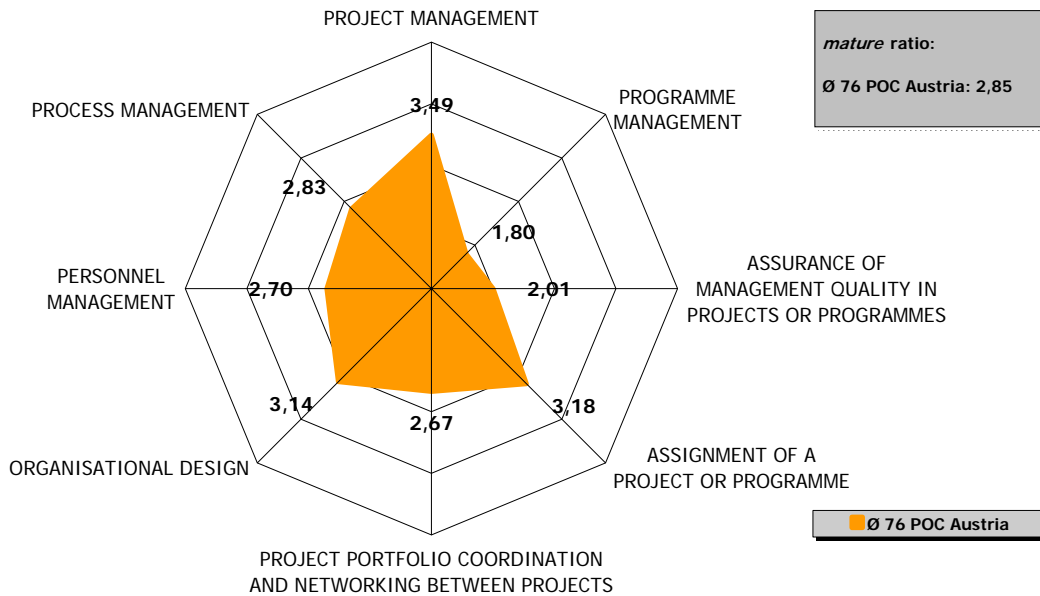


Figure 1: Spider web the average of 76 analysed project-oriented companies in Austria

The average *mature* ratio of the 76 companies in Austria 2.85. The dimensions “project management”, “assignment of a project or programme”, “organisational design” have the highest *mature* ratios. The lowest *mature* ratios show the dimensions “assurance of the management quality in a project or programme” and “programme management”. The area is relatively homogeneous with the exception of the drop in “programme management” and in “assurance of the management quality in a project or programme”.

Results of the project management-related services in Austria

The services provided by project management-related education, research and marketing institutions were analysed by internet research, documentation analysis and interviews of PM experts. These results are shown together with the results of the project management practices in Figure 2:

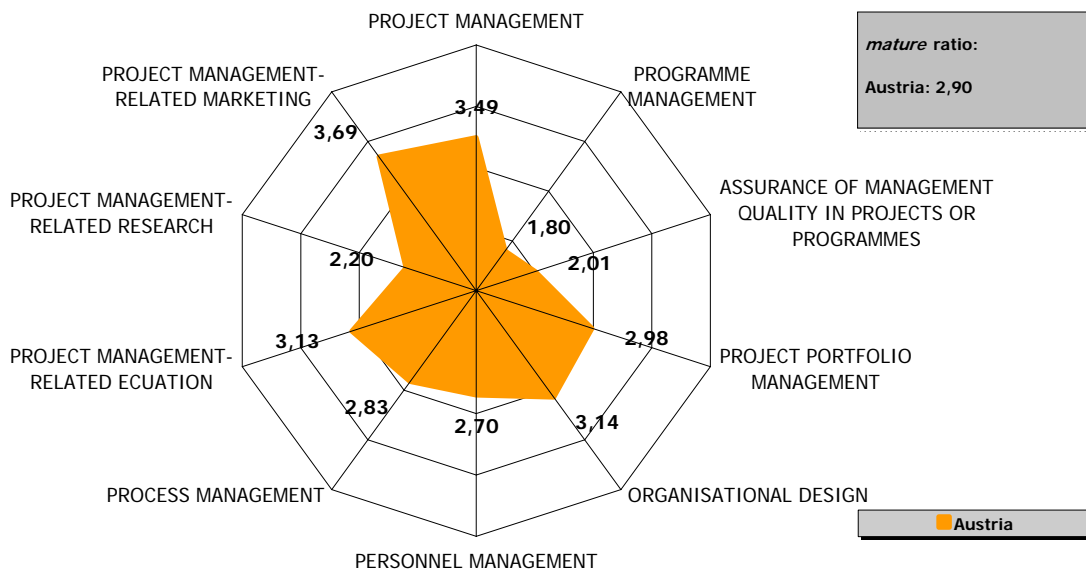


Figure 2: Maturity ratios of Austria as a project-oriented nation

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The highest *mature* ratio in Austria is given in “project management-related marketing”, followed by “project management-related research” and “project management-related education”.

Strategies for further development

Based on the existing data, strategies for the further development of the project management practices as well as the project management-related services were identified.

All results and strategies are described in the final report. This report is available for download from the project homepage <http://www.poa.pmggroup.at>.