**Why Project Management is Fundamental to Operations Management**

Project management stands as a fundamental operational tool because it enables systematic plans to begin and guide the implementation along with active oversight of efforts until achieving targeted organization improvements. Operations run continuous repetitive activities however the implementation of change through new technology workflow optimizations or cost reduction strategies requires focused temporary planning and execution. Project management emerges to fill this particular gap. Organizations can control resources, time and scope using this methodology in addition to reducing risks and achieving maximum value.  
  
As Heagney (2022) explains, project management enables the organization of clear goals and the definition of roles and the tracking of essential milestones needed for operational change success. Project management ensures that operations avoid miscommunication along with scope creep and inefficient resource allocation which would result in failed or delayed improvement efforts.

**Importance of Management Buy-In**Leadership approval stands essential because executives provide both authorizing supports together with organizational backing that ensures project achievement. The acquisition of management support communicates at every level within the organization that the initiative should act as a top priority. Obtaining management buy-in leads to two primary benefits which are securing necessary funds along with effective task alignment among different teams and preventing opposition to change implementation. Leader support for a project leads to better stakeholder confidence and better success rates during implementation alongside extended longevity.

Meredith and Shafer (2020) emphasize that projects backed by executive sponsorship succeed more often due to senior-level management that eliminates obstacles and makes urgent choices while upholding project-goal alignment with organizational objectives.  
**References:**

Heagney, J. (2022). Fundamentals of project management (6th ed.). AMACOM.

Meredith, J. R., & Shafer, S. M. (2020). Operations management for MBAs (6th ed.). Wiley.