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NAME:

CHARLENE BALTAZAR
CLARIEZA BAUTISTA
MONIQUE KYLE CABIGTING
RITCHELLE RUERAS
TRISHIA SAN DIEGO

COURSE/PROGRAM: BSIS - NS - 3A

CONTACT NUMBER:

09666095399
09213909612
09456605465
09914617184
09086579046

TOPIC: Business Consultancy

TITLE: iConsult: A Business Consultancy Integrated with Project Management System and Client Management System

RATIONALE:


Part 1 Problem, Existing Condition:

Running a successful consultancy feels like a constant juggling act with multiple clients' needs and project tasks demanding attention simultaneously. Unfortunately, relying on manual methods like spreadsheets for project management and scattered email threads for client communication creates a chaotic environment. This can lead to a cascade of problems, including double-booked appointments, missed deadlines due to lost reminders, and wasted time spent searching for lost documents buried in endless email threads. These inefficiencies not only frustrate consultants but also damage client relationships by hindering clear communication and project transparency.

Part 2 Proposed Solution:

The proposed solution is to develop a web-based application that integrates a project management system and a client management system specifically designed for business consultancies. This application will provide features such as online appointment scheduling, project creation and task assignment, resource allocation, collaboration tools, client profiles, and more. The desired condition is to streamline consultancy operations, improve communication and transparency, enhance project management efficiency, and provide a user-friendly experience for both consultants and clients.

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The proposed project aims to develop a web-based application that integrates a business consultancy with a project management system and client management system. The application will provide the following features:

1. Online Appointment Scheduling:

The platform offers a user-friendly interface for clients to book appointments, displays consultants' availability, sends automated reminders, allows clients to choose specific services, integrates with client profiles, and handles confirmation and cancellation, ensuring a seamless experience for clients.

2. Project Management Features:

This feature outlines the process of creating and assigning projects, scheduling and tracking deadlines, managing resources efficiently, budgeting and cost control, utilizing collaboration tools, securely storing project-related documents, and conducting performance analysis to evaluate project performance against goals.

3. Client Management Features:

The system involves maintaining detailed client profiles, scheduling appointments, recording communication logs, collecting feedback for service improvement, and providing secure access to project updates and documents through client portals, which also include communication logs for client feedback and surveys.

Part 3 Justification:

The proposed system aims to achieve the following desired conditions:


1. Efficiency and Organization:

- Streamline processes by automating appointment scheduling, reminders, and document management.
- Reduce manual effort for both consultants and clients.
- Ensure timely project execution and resource optimization.

2. Enhanced Communication:

- Improve transparency by integrating client profiles, communication logs, and feedback mechanisms.
- Provide real-time updates to clients through secure portals.


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3. Client Satisfaction and Business Growth:

- Boost client satisfaction by offering a seamless experience.
- Retain clients through effective communication and reliable services.

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TECHNICAL PREVIEWS: Literature Survey: Bases

Literature Matrix


Year	Author	Title	Methodology	Findings	Conclusion	Future Works/ Recommendations	Remarks
2021	Tahri, H.	Designing a Project Management Integrated System	The methods used were a combination of descriptive analysis (reviewing existing software) and some basic quantitative analysis (analyzing data on software functionality).	Ten percent of the project management software now in use is free, ninety-two percent covers eighty-six percent of core functions, sixty-four percent covers all core functions, and eighty-six percent is available for different industries, but lacks feature that project managers and PMOs require.	A new integrated project management system is proposed, providing global visibility, standardization, process improvement, and effective decision-making through key performance indicators, analysis, reporting, and portfolio	The study provides a foundation design for developers, suggesting integrating proposed functionality, providing APIs, and considering free software for missing features in an integrated project management system development project.	The success of a project relies on effective tracking, which involves utilizing various tools to optimize time and support management activities

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					optimization tools.		
2019	Puspit. M	Analysis and Implementation of Process Business Integration Systems in Consultant Service Companies	The study employed a qualitative research approach, collecting data through observation, interviews, and trials at a single Indonesian consulting service company as a case study.	PT XYZ's business process involves multiple divisions and activities, with manual processes in budget planning and change approvals.	A non-integrated system hinders effective and efficient decision-making and real-time project tracking.	Optimizing the company's BPIS by focusing on pre-project, project implementation, and post-project stages.	This paper proposes the design of a cloud-based university research project management system, drawing upon software engineering theory.

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2020	Zhang Yan	University Research Project Management System Based on Cloud Platform	Applies software engineering theory.	The system provides various functions for project application, review, management, progress, completion, and display of research results. It offers distributed submissions, online review, electronic materials, uninterrupted service, office network access, automatic results, instant feedback, and improved efficiency.	The system addresses challenges in research project management and promotes informationization.	Not Applicable in the Research	The study focuses on the functionalities and benefits of the proposed system.
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2022	Porntrn	Student Project Management System (SPMS)	The coordinator-led method can be implemented to help them select a project title	SPMS is a tool that aids in the management of student projects, offering features such as project title recommendation, prioritization, matching, management, scoring, and report generation, currently used by 205 projects.	The study implicitly suggests SPMS improves project management efficiency.	Not Applicable in the Research	The paper discusses the use of the Student Project Management System (SPMS) by Thai undergraduate students to select project titles and manage their projects from start to finish.
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2023	Dietrich Davis, MSN, RN, APRN, PhD St.	Using Technology to Reduce Missed Appointments	The study conducted an integrative review using electronic databases CINAHL and Pubmed, focusing on factors influencing missed appointments, electronic health records, and messaging reminders over the last decade.	The introduction of technology in ambulatory settings has improved patient communication and potentially reduced missed appointments in clinical practices. This can lead to improved patient compliance and better care continuity.	Notification systems significantly reduce missed appointments, with studies showing a 5-10% decrease. Modes vary by community and patient population. Future research should explore timing messages' impact.	Technology can also enhance financial aspects of clinical practices, including revenue and resource utilization. Future research should explore technology-driven solutions like appointment reminder systems, telehealth platforms, and mobile applications for appointment management.	Evaluating the effectiveness and cost-effectiveness of these interventions is crucial for improving patient engagement and resource utilization in ambulatory care settings
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2024	Takagi M, Varajo o.	Managing success criteria and success factors in a BPM project: an approach using PRINCE2 and Success Management on the public sector	The model, developed through action research, integrates PRINCE2 project management methodology and Success Management, with a government-to-government BPM project serving as a case study for evaluation.	The research developed an integrated model for managing success criteria and factors, including two general lists for client and project team perspectives.	The study highlights the impact of Business Process Management (BPM) projects on public servants and service delivery.	The study recommends future work on detailing tools and techniques for Success Management activities integrated into PRINCE2, exploring other project types, exploring theoretical foundations, addressing contextual differences, and incorporating the integrated model into project management training centers or courses to equip future project managers with necessary skills for successful project management.	The study offers insights into managing Business Process Management (BPM) projects in the public sector, highlighting stakeholder involvement and success factors.
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2022	Lalic D., Lalic	How project management approach impact project success? From traditional to agile	The authors empirically addressed these on a sample of 227 project professionals worldwide. The exploratory factor analysis (EFA) of project success dimensions was done to validate these factors' constitution concerning their manifest variables. The K-means cluster method was used to distinguish respondents' profiles among agile, hybrid and traditional project management approaches.	The authors evidenced that the agile approach has a more significant positive impact concerning the two out of five dimensions of project success, under analysis in this research (impact on the team and preparing for the future), over the traditional approach.	The research finds that the agile approach has a more positive impact on two specific dimensions of project success (team impact and preparing for the future) compared to the traditional approach.	The study explores the influence of project management approaches on various aspects of project success, including the moderating effects of project characteristics like industry and type.	The research enhances project management by highlighting the advantages of agile approaches and providing a framework for studying their effectiveness across various contexts.
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2024	Ovtaviani F., Rebuglio	Project Management Information System Data Model Development and Explanation	The study identifies and designs a data model incorporating core PM processes such as task and resource management, scheduling, risk management, and progress control.	The paper introduces a standard data model for PMIS, which enables seamless integration with other business applications, thereby enhancing project management and execution.	The standard data model addresses the initial problem of lacking a foundation for PMIS development and data utilization.	The study mentions recommendations for practical implementation, suggesting potential future work on implementation guidelines.	The research aims to establish a standard for PMIS development, focusing on data integration and improved project management through a proposed model.
2021	Anna Corina Cagliano, Lorenza Palumbaa	Project management in the consultancy sector: Comparing waterfall and agile approaches	This case study analyzes a real Accenture technological project, comparing its methodology to Waterfall and Agile models.	The study finds that a greater inclination towards the Agile approach during the requisitioning phase resulted in difficulties in achieving concrete results within the planned time and budget.	The study found that the Agile approach at the requisitioning level led to challenges in achieving concrete results while adhering to budget, and the pandemic	The study concludes by proposing improvements to the project approach on specific phases to strengthen Accenture's Waterfall-Agile hybrid method.	The study emphasizes the significance of a balanced approach combining Waterfall and Agile methodologies, emphasizing

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					significantly impacted working practices and communication quality.		adaptability and continuous improvement in response to external factors.
2020	Arbabi H., M & Ghods.,	The role of project management office in developing knowledge management infrastructure.	A two-phase quantitative survey strategy was exercised in this research. The first phase was to investigate the relationship between PMOs and KM infrastructure and to prioritize PMO functions and KM infrastructure based on their existing implementation/establishment status in Iranian oil and gas upstream PBOs.	The results indicated a strong relationship between PMO functions and KM infrastructure. This relationship was significant with regard to “practice management” and “technical support”, having the most considerable connections with KM infrastructure.	This study fulfilled the need for exploring the relationship between PMO functions and KM since academic literature lacked a thorough investigation, to the best of authors' knowledge, pertaining to the effects of PMO functions on KM development in oil and gas PBOs.	No Recommendations	This study aims to explore the correlation between Project Management Office (PMO) functions and Knowledge Management (KM) development in oil and gas Project-Based Organizations (PBOs).

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2022	Kajami F.,	Interchange roles of formal and informal project management on business operational success	A sample of 103 small to medium-sized enterprises was used to collect managerial and business operational data. Using structural equation modeling and correlational relationships, ten different models are examined	The findings revealed that IPM has a partial mediation effect, whereas FPM has no effect. Furthermore, the analysis revealed that IPM has the greatest impact on project success.	Integration of FPM and IPM with environmental factors is considered. These findings are explained in terms of business, economic, and commercial diversities.	Not Applicable in the Research	The results of this study indicate that Integrated Project Management (IPM) has a significant effect on project success and that this effect is partially mediated.
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2024	Adam W.	Analysis of the functions of project management information systems – traditional approach	The aim of the article is to analyze the possibility of implementing the processes defined by the Project Management Institute and achieving the results specified for them by five selected IT tools supporting project management. It is a response to the identified practical problem related to the methodical implementation of modern projects with the support of popular systems.	The conducted research indicates the partial possibility of implementing the processes and the results defined for them presented in the Project Management Body of Knowledge By five selected IT tools supporting project management. Trello, ClickUp, Monday.com, Smartsheet and Write allow the greatest extent to carry out activities in the area of project scope and schedule management, i.e. processes carried out at the stage of project initiation and planning.	A new integrated project management system is proposed, providing global visibility, standardization, process improvement, and effective decision-making through key performance indicators, analysis, reporting, and portfolio optimization tools.	The article suggests that further extended analyses of IT tools are necessary, specifically considering systems dedicated to the classical approach and quantitative empirical research.	The literature review examines the commonly used applications for storing, organizing, and controlling project information within the framework of traditional project management practices.
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2022	<p>Azima h Disoma Ampua n,</p> <p>Reyma rk Devila Delena</p>	<p>An Implementation and Evaluation of Web-Based Appointment System for the Mindanao State University – Main Campus</p>	<p>The researcher likely used a combination of qualitative and quantitative methods. Qualitative methods, such as interviews or surveys, may have been conducted to gather insights and understand the existing concerns and challenges at the Office of the University President. This would have helped in identifying the specific issues related to appointment handling.</p>	<p>. The findings of the research indicate that the implementation of a web-based appointment system at the Office of the University President of the Mindanao State University has resulted in significant improvements in client waiting time and overall satisfaction. The study used two models, the System Usability Scale and Technology Acceptance Model, to evaluate the system</p>	<p>The study found that the web-based system improved client waiting time and satisfaction, with a high satisfaction rate of 90.2.</p>	<p>The paper also highlights the challenges faced by the Office of the University President, particularly in handling appointments due to the pandemic and remote work arrangements.</p>	<p>The paper suggests future improvements to the web-based appointment system at the Office of the University President, focusing on user feedback and incorporating additional features. It also suggests further studies to assess the system's long-term effectiveness and sustainability.</p>
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2017	Patrick Bonifacio, Jene Reyes, Jedrick Yang	PHIVOLCS Project Management System	This study employs Rapid Application Development (RAD), a development lifecycle approach aiming for faster, higher-quality results, focusing on methodology, people, management, and tools.	The team successfully developed a project management system, covering the entire cycle from initiation to closure. The system underwent initial testing, revisions, and user acceptance testing. Adjustments were made to meet organizational needs, and user acceptance testing identified bugs.	The project management system developed by PHIVOLCS has been designed to address the organization's project management needs, covering the entire cycle and adjusting to its specific requirements, with the team confident that it will effectively resolve problems and improve project management processes.	The team recommends system operator training, further study on budget monitoring models, and examining existing project management systems for future development projects.	The project management system, developed by the team, effectively addresses PHIVOLCS' project management needs, offering solutions for resource allocation, member assignment, map plotting, and budget monitoring.
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2023	Mirela Alpeza, Anamarija Delic	Career switch: consultancy support for new entrepreneurs	A qualitative study examined the consultancy process with five new entrepreneurs, analyzing feedback, evaluation sheets, and interviews five years after completing a program that combined trainings and consultancy sessions. The study aimed to understand challenges and progress.	The study found that time constraints and inadequate understanding of client motivation to become entrepreneurs hindered the success of the consultancy process, leading to a lack of transparency and thoroughness.	Research highlights the significance of consultants contextualizing clients' entrepreneurship decisions, building strong client-consultant relationships, and providing long-term support to ensure a positive impact on new business start-ups.	Not Applicable in the Research	The study explores the consultancy process in SMEs for entrepreneurs who chose entrepreneurship due to terminated employment contracts, analyzing challenges and the impact of training and consultancy programs.
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2019	Utsaf Shrestha	Client Relationship Management Through Feedbacks : A Case Study of International Sound Service	The report is a case study that seeks to examine the Client Relationship Management of International Sound Service (ISS) through feedback from clients. The study was conducted as an internship program where the student worked as an Assistant to the Managing Director	The findings of the study revealed the importance of Client Relationship Management in enhancing client satisfaction. The feedback obtained from clients was utilized to improve future events and enhance client relationships	The study concludes that effective Client Relationship Management is key to improving client satisfaction and enhancing relationships.	No Recommendations	It highlights the connection to your internship experience and the case study approach. While feedback is mentioned in the title, the abstract doesn't elaborate on how feedback was collected or used.
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2022	Hassan Babapur	Critical variables for assessing the effectiveness of electronic customer relationship management systems in online shopping.	Communication in the period of the fourth industrial revolution was performed face to face and via the use of technological communication tools. The growth of information and communication technology (ICT) has compelled businesses to embrace E-CRM to strengthen client relationships and boost profitability, loyalty and satisfaction	Availability of information, information quality and security influence user satisfaction. Therefore, considering the dimensions could be a great step in the improvement of the E-CRM effectiveness.	The study recommends that both designers and managers focus on security, system quality and access to information to boost customer satisfaction.	Not Applicable in the Research	The findings emphasize the importance of focusing on information accessibility, quality, and security in E-CRM design and management. By prioritizing these aspects, online businesses can create a more user-friendly and trustworthy shopping experience, leading to enhanced customer satisfaction and E-CRM effectiveness.
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2022	Michalis Frangos	A graph-based approach to client relationship management in fund administration	For this application, we exploit social relations in emails via a graph-based approach. A deep learning framework is described that allows a graph-based inspection of the email communications between asset managers and their fund administrators operations teams.	The results are presented, and we discuss how these can quantitatively support and improve service quality evaluations in CRM	The classification of critical conversations via email is a demonstrative example of a scalable graph-based approach that allows the use of machine learning to process, learn, and explore the relations existing between the emails.	Not Applicable in the Research	It mentions the framework's ability to classify critical conversations and the potential for scalable application of the approach. While it mentions using a two-sample client dataset, it might be helpful to briefly state how this data was chosen or how it represents the industry.
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2021	Ian Petrus Sinaga	Analysis and Design of the Customer Relationship Management System of Umrah in PT. XYZ Tours & Travels Indonesia	The research concludes that implementing a CRM system can bring significant benefits to the Umrah division of PT XYZ Tours & Travel Indonesia. The CRM system offers improved efficiency in business processes, enhanced customer relationships, and increased reach to target customers.	The findings of the research indicate that implementing a CRM system in the Umrah division of PT XYZ Tours & Travel Indonesia can address business problems and align with the business strategy.	The research utilized an Object-Oriented Analysis and Design (OOAD) approach to analyze and design a CRM system for the Umrah division of PT XYZ Tours & Travel Indonesia.	Not Applicable in the Research	The research conducted on the CRM system for the Umrah division of PT XYZ Tours & Travel Indonesia is significant in addressing business problems and improving business strategy.
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2024	Wahyu Sardjono, Desi Maya Kristin, Gustian Rama Putra	Model of Customer Relationship Management Systems Evaluation Using Factor Analysis	This study aims to analyze the gaps causing factors using Factor Analysis Method, constructing a suitable regression model, and proposing the company's necessary strategy. The research was conducted quantitatively using a questionnaire from 264 respondents.	The result of this study showed that there are five causing factors which are CRM Reliability, Underutilization of CRM, CRM Capability, CRM Unpreparedness, and Customer Relation	This research highlights the crucial role of Customer Relationship Management (CRM) in business success. Through quantitative analysis, five key factors affecting sales performance were identified, leading to the formulation of a regression model for CRM performance. By addressing these factors, the retail company can improve its CRM practices and bridge the gap between targeted and realized sales.	Not Applicable in the Research Paper	The summary clearly states the research topic - investigating the gap between targeted and realized sales performance in a retail company using CRM.
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2023	Ojelabi Raphea, Afolabi Adediji B, Oyeyipo Opeyei, Ogunrinde Olugbenro	Modeling client and construction firm barriers hindering social client relationship management system implementation in the built environment.	A quantitative research study was conducted on 200 construction experts from 40 Lagos Island projects using a face-to-face questionnaire survey. Purposive sampling techniques were used for the survey, which was analyzed using SPSS 21 and SmartPLS (v.3.2.3) for the structural model development.	Findings from the study revealed a strong relationship between the significant factors associated with the clients and construction organization hindering Social CRM system implementation in the built environment	The findings can assist built environment stakeholders in developing strategies to control the factors associated with the client and construction organization militating against Social CRM implementation in the construction industry.	Not Applicable in the Research Paper	The study investigates barriers to implementing social CRM in the construction industry, using a quantitative research approach, survey method, 200-sample size, and SPSS and SmartPLS data analysis tools, focusing on sustainable relationships among stakeholders.
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2021	Souma ya Lamrha ri, Hamid El Ghazi, Moura d Oubric h, Abdell atif El Faker	A social CRM analytic framework for improving customer retention, acquisition , and conversion .	It comprises a set of processes that allow decision- makers to analyze customer data, in order to launch an efficient, customer-centric, and cost-effective marketing strategy.	This framework has been tested on various datasets and extensively evaluated based on several performance metrics.	From a managerial perspective, companies should leverage the insight generated through every customer engagement on social media to drive effective marketing strategies.	The obtained results suggest that the proposed framework can effectively extract relevant information and support decision- making processes. From an academic's perspective	The abstract outlines the development of a social CRM analytic framework with various analytical approaches. It highlights the benefits for both academic understanding of customer experiences and managerial application for marketing strategies.
2023	Stephe n Achea mpong, Tetyan a Pimone	Sustainabl e Marketing Performan ce of Banks in	The authors resorted to the Scopus database to extract 1485 documents and filter 248 for Scopus analysis	The results of the research indicate an upwards growth in research publications since 2003, growing interest in funding and collaborations	The study an developed an integrated framework for sustainable banking performance.	Not Applicable in the Research Paper	The text highlights the growing research trend, increased collaboration,

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	nko, Oleksii Lyulyo v	the Digital Economy: The Role of Customer Relationsh ip Manageme nt	and to determine the roles of CRM. The filtered documents were then exported to VOSviewer for visualization mapping, including co- authorship and co- occurrence analysis. The visualization mapping depicts relationships among the keywords.	by countries and institutions, and the relationship among the keywords.	Global crises, including financial crises and COVID-19, have increased research output and become an integral part of CRM. Green banking is to be researched and integrated. The study will be used as a basis for further studies and for bankers for policy formulation.		and CRM's role in digital marketing innovations for customer acquisition and loyalty. It uses the Scopus database to analyze research publications, highlighting key findings and their contribution to digital banking.
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2024	Roula Jabado; Rim Jallouli	Impact of data analytics capabilities on CRM systems' effectiveness and business profitability : An empirical study in the retail industry	The study gathered 131 questionnaires from employees involved in CRM and DAC in Lebanon and used the SPSS tool for data analysis.	Provide advanced empirical evidence of the importance of DAC as a CSF for CRM systems, alongside people, process, and technology dimensions. Results show that the integration of DAC represents a significant step forward in enhancing the effectiveness of CRM systems and achieving better business profitability	This study challenges the conventional understanding of technology's role in improving business outcomes, thus providing valuable theoretical and practical implications for organizations aiming to enhance their CRM systems.	Not Applicable in the Research Paper	It highlights the findings that DAC is a critical success factor for CRM and its integration improves effectiveness and profitability. Consider mentioning how DAC is theorized to influence profitability.
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2020	Vicente Guerola-Navarro, Raul Oltra-Badeneas, & José Antonio Lozano-Quilis	Customer relationship management: digital transformation and sustainable business model innovation	This research model may be the basis for a more specific methodology to measure the impact and benefits of applying CRM	After an exhaustive literature review, we may conclude that most existing studies have successfully described the benefits of CRM implementation on firm performance. Nevertheless, a consolidated approach to the, exploitation-exploration duality of present and future CRM benefits remains undertheorized.	his study has conceived and devised a research model to empirically validate the effects of the three CRM components (sales, marketing, and services) on customer knowledge management and innovation, as well as on the companies' efforts toward digital transformation and sustainable business model innovation.	Not Applicable in the Research Paper	The study mentions using a research model based on existing sustainability studies to assess the impact of CRM components on each sustainability dimension. By incorporating the suggestions. Consider tightening the language and making the abstract more concise.
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2020	Michael Rodriguez & Stefanie Boyer	The impact of mobile customer relationship management (mCRM) on sales collaboration and sales performance	To assess sales professionals' use of mCRM, we adapted Hunter and Perreault's sales technology scale and pre-tested to validate the revised measure. We then test the hypotheses with a larger sample size to analyze the moderating effect of sales process capabilities and the mediating effect of collaboration between mCRM and relationship performance.	Results suggest that sales performance is highest when digital tools such as mCRM are supported by sales process. Results also suggest that mCRM impacts the relationship performance with customers when collaboration mediates the relationship.	Overall, the research empirically demonstrates that mCRM plays an important role in traditional CRM adoption and in sales performance when sales process capabilities and collaboration are involved.	In our study we only discussed the use of mCRM from a customer data perspective. As technology evolves, mCRM has deeper capabilities in areas of analytics, artificial intelligence (AI) and forecasting. In response to the COVID pandemic and the move to work virtually, we hope that both academia and practice can work together to create resilience for future uncertainty and apply future of work research that are already under exploration.	The study highlights the key findings that mCRM effectiveness is influenced by sales process support and collaboration, ultimately impacting sales performance and customer relationships.
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2023	Nitin Liladhar Rane, Anand Achari, Saurabh P. Choudhary	Enhancing Customer Loyalty through Quality of Service: Effective Strategies to Improve Customer Satisfaction, Experience, Relationship and Engagement	This paper examines different criteria for measuring customer satisfaction, including types of surveys and the impact of employee satisfaction on customer satisfaction	The strategies involve understanding customer expectations, training employees, personalizing the customer experience, maintaining consistency, effective communication, continuous improvement, rewarding loyalty, building emotional connections, resolving complaints, measuring satisfaction, anticipating needs, encouraging feedback, and investing in technology.	This research paper provides valuable insights into enhancing customer loyalty through quality service. Implementing the strategies discussed in this paper can improve customer satisfaction, experience, relationship, and engagement, leading to increased customer loyalty and profitability for businesses.	Not Applicable in the Research Paper	The study outlines various strategies businesses can implement to enhance customer loyalty. For suggestion, this paper needs more impactful summary for readers.
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2021.	Tsara Ayunin ggati, Ninda Lutfiani, Shofiyul Millah	Crm-based e-business design (customer relationship management) case study : Shoe washing service company s- neat-kers	It begins with an analysis based on the CRM phase, followed by the design and development of e-Business applications utilizing UML tools.	The system is implemented when the application's design and development are completed. Based on the implementation findings, an implementation study was conducted to assess the design's applicability for the company's challenges.	As a result, it can be inferred that the application's capabilities can assist businesses in gaining new consumers and increasing sales, as well as processing customer data that can be utilized to retain existing customers, thanks to data that is now held by the business.	Not Applicable in the Research Paper	The summary clearly identifies the problem S-Neat-Kers faces - acquiring new customers and retaining existing ones.
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2020	Yaroslav Kis, Liliya Chyrun, Tanya Tsymbaliak & Lyubomyr Chyrun	Development of System for Managers Relationship Management with Customers	In this way, a software management system for customer relationship management was developed, as well as integration with Nova Poshta.	After the introduction of the CRM system, the company identified a number of key points. Negative conversion from customers has grown. This is largely due to automation of the business process, which allowed managers to concentrate more on customer interaction. The company's total turnover has increased.	The training cycle for new staff has decreased. Also, the time taken to collect and send the parcel was considerably reduced by integrating with the Nova Poshta. Thus, we can say that after the introduction of the CRM-system, the company achieved significant results.	Not Applicable in the Research Paper	The abstract highlights positive results such as increased sales, reduced training time, and faster parcel processing and it identifies the problem - a lack of existing CRM solutions that address managers' needs for automation in customer interactions.
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2023	Lian, Shundi ng	Customer Relation Manageme nt (CRM) system for Customer Service Manageme nt	Some tools and frameworks that will be employed in this project include ASP.Net Core, Blazor Server App, Entity Framework Core, Dapper, C#, SQL Server RDBMS, Azure Cognitive Services, Syncfusion Components and so on.	The system will employ some basic functionalities within a CRM system such as user profiling that includes full-fledged CRUD operations, a chat bot functionality, ticket management system, and finally a user dashboard that centralizes the ticketing management process where analytics will be shown.	Customers are the source of success for a business since a business with a high customer churn rate affects the development of the company such that it may lead to the fall of the company if the customer base of the company cannot be secured.	Not Applicable in the Research Paper	The study outlines the system's core functionalities, development tools, and limitations, highlighting the need for improved after-sales processes and reducing customer churn to ensure business success, despite the neglect of existing CRM systems.
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2023	Anuj Kirve, Shubham Jhore, Tanishq Kulkarni	Sales Management, Analysis and Support Application-Salesforce	The Salesforce CRM allows to integrate business API to communicate with customers effectively. The custom objects are built using LWC (Lightning Web Component) and Apex coding language	The custom build application will analyze the car dealers sell, services provided like insurance, Servicing and spare parts. The application will provide a better way to manage customers effectively and will also help to maintain relationships with customers.	implementing a custom CRM solution like Salesforce can significantly benefit the automotive industry. By centralizing customer data and integrating various departments, dealerships can gain a complete picture of their customers and prospects.	Not Applicable in the Research Paper	It mentions key functionalities like lead and contact management, reporting, data analytics, and API integration and It highlights potential benefits such as improved customer service, efficient data management, and stronger customer relationships.
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2020	Osman Ahmed El-Said	Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price	A quantitative approach has been followed by collecting questionnaires from a convenience sample of 432 customers who have previous experience with online booking.	Results of the research revealed that reviews with positive valence do not affect booking intention, while reviews with negative valence have a strong impact. In addition, it was found that several moderators made this impact severe. A moderating effect was also observed for both price importance and star category on the relationship.	In conclusion, this study emphasizes the need for hotel managers to address online customer reviews, and specifically negative ones, to take advantage of promotional opportunities.	Not Applicable in the Research Paper	The research investigates the impact of online reviews on hotel booking intention, highlighting that negative reviews have a stronger impact than positive ones, with brand image, price importance, and star rating moderating this effect.
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2021	Takano ri Isobe, Ryoma Ito	Security Analysis of End-to- End Encryption for Zoom Meetings	In this study, we conduct thorough security evaluations of the E2EE of Zoom (version 2.3.1) by analyzing their cryptographic protocols.	Our findings are not an immediate threat to the E2EE of Zoom; however, we believe that these security evaluations are of value for deeply understanding the security of E2EE of Zoom.	The adversary and victim models consist of an insider, outsider, meeting leader, and meeting participant, which are denoted as I, O, L, and P, respectively. We use "c.w." as an abbreviation of "colluding with"	Not Applicable in the Research Paper	The summary clearly states the research topic evaluating the security of Zoom's end- to-end encryption (E2EE) system and summary highlights the discovery of new attack vectors beyond what Zoom anticipated, allowing impersonation under certain conditions.
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2021	B. Jency A. Jebamani, R. Murugeswari & P. Nagaraj	Online Appointment Management System in Hospitals Using Distributed Resource Allocation Algorithm	The proposed model has used Visual Studio.NET 2008 environment, ASP.NET for frontend processing, and MS-SQL SERVER 2008 for backend processing.	The proposed system has been designed within the ASP to automate the day-to-day activities in a hospital like room activities, admission of latest patient, doctor visits. The proposed distributed resource allocation algorithm aims to search the availability of nearby hospitals to make an appointment.	This paper presented an online appointment management system designed to improve patient convenience and streamline hospital operations. The system allows patients to schedule appointments online based on doctor availability, hospital schedules, and patient needs.	Not Applicable in the Research Paper	The summary mentions the development environment (ASP.NET, MS-SQL Server) and functionalities (appointment scheduling, doctor approval, email confirmation) and it is clearly identifying the problem long wait times for patients due to inefficient appointment scheduling.
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2021	MICH AEL AYOB AMI PRECIOUS	Design and implementation of hospital appointment management system	In this project, a doctor appointment and scheduling system is designed using HTML, CSS and JavaScript for the frontend, Ajax framework for handling client-server request and PHP and MYSQL for the backend.	Healthcare efficiency and patient satisfaction are crucial in poor countries, where outpatients face issues like extra time for doctors and nurses, long wait times, and high workload. A web-based appointment system will be designed to reduce waiting time and improve quality. The system will use HTML, CSS, Ajax Framework, Sqlite3 and MYSQL for front-end and back-end management.	The Nigerian healthcare system can enhance patient-physician relationships through electronic medical records software, benefiting both patients and practitioners. However, patients must overcome time delays to increase hospital appointment system usage.	The new system has been successfully tested, implemented, and meets all requirements. It offers enhanced security, versatility, user feedback, reduced workload, and improved functionality compared to the current manual system. The program aims to promote continuity and improvement in medical faculties access, not just alleviating hospital appointments' workload.	It identifies a significant problem in developing countries - inefficient clinic operations leading to long wait times and overworked staff. my suggestion is If relevant to the readers, they can mention the specific technologies used (HTML, CSS, JavaScript, etc.) but keep it concise.
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2019	Kijpokin Kasemsap	Facilitating Customer Relationship Management in Modern Business	Technological utilization and describes how it can be facilitated in modern business. Draws on relevant literature and case studies to support its arguments.	Modern business enables organizations to gain insights into their customers' needs and behaviors. Demonstrates that businesses that recognize the value of their customers and capitalize on the improved relationship can gain sustainable competitive advantage.	Significant strategy for businesses to develop stronger relationships with their customers, gain insights, and modify their operations to be more customer centric.	Suggested potential future areas of research on CRM, including investigating the impact of emerging technologies on CRM and identifying the most effective CRM strategies for specific industries.	The study underscores the significance of CRM in modern business, emphasizing its role in fostering robust customer relationships, achieving organizational success, and enhancing businesses' value and competitive advantage.
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2022	Pratap Chandr a Mandal	Shifts in Customer Relationship: Strategies and Initiatives in the Digital Age	The methodology used is Agile/Scrum method.	Selective relationship-building with loyal and profitable customers, discouraging unprofitable customers, and the significance of interactive customer relationships. The growing importance of consumer-generated marketing and online marketing in forming relationships.	Implementing the strategies mentioned, such as developing customer preference programs and understanding the changing dynamics of customer relationships, companies can succeed and achieve business excellence in the digital age.	Not Applicable in the research	It highlights the importance of building in-depth customer relationships and adapting to the challenging digital environment. It suggests that by implementing the mentioned strategies, companies can achieve excellence in the digital age.
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2019	Michael Oyenu, Ruth Angbaz, Andah, Marcus Garvey Orji, Alice Ukeh Agabi	Effects of Customer Relationship Management on Product Innovation in Nigeria. A Case Study of Xerox HS Nigeria Limited	This study employed survey research design. Data were obtained through a questionnaire. The survey research involves gathering data from selected samples drawn from the entire population to meet the research objective.	The findings revealed that customer information management has significant effect on product innovation, and that there is a significant effect of customer value management on product innovation.	The study sought to establish the effect of customer relationship management on product innovation in Nigeria, with emphasis on Xerox H. S (Nigeria) Limited.	Organizations should prioritize customer relationship management (CRM) to enhance product innovation. This involves actively gathering and managing customer information to gain insights into their preferences and needs.	The study explores the influence of customer relationship management on product innovation at Xerox H.S Nigeria Limited, revealing that customer information, value, and multi-channel management significantly impact innovation.
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2021	Chatterjee, Sheshadri & Chaudhuri, Ranjan & Vrontis, Demetris & Thrassou, Alkis & Ghosh, Soumya.	Adoption of artificial intelligence-integrated CRM systems in agile organizations in India. Technological Forecasting and Social Change.	Methodologically, the research builds its theoretical foundation on extant works to develop hypotheses and a corresponding conceptual model.	The results, contextualized against the backdrop of organizational agility, identify and elucidate the relationship between stakeholders and perceived value and easiness of AICS, between employee trust and attitude, and the influence of attitude and behavioral intention as key mediators towards AICS adoption.	The findings are conclusively transcribed into tangible implications for practice and explicit avenues for future research.	Develop competencies and processes to effectively respond to AI-integrated CRM systems (AICS) and digitalization, evolving agility and fine-tuning responses.	The study underscores the significance of organizations enhancing their competencies and processes to effectively respond to AI-integrated CRM systems and digitalization, emphasizing the crucial role of stakeholder engagement.
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2023	Azwalek, Łukasz & Smółka, Jakub	Choosing the optimal database system to create a CRM system.	The selection was based on assessing the database's effectiveness in terms of speed. A series of experiments using the app served as a test, specifically focusing on the order processing module of a larger CRM system for the e-commerce industry.	The result showed the advantage of PostgreSQL over other databases in terms of speed	Based on the research findings, it can be concluded that PostgreSQL is the optimal database system for creating an effective CRM system, considering its advantage in terms of speed over other databases tested.	Not Applicable in the Research Paper	Highlights the importance of selecting the right database for creating an effective CRM system. The methodology involved a literature review and a series of experiments using the order processing module of a CRM system for the e-commerce industry.
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2022	Ming Liang, Xiang Xiang Huang	Visual System Development for Construction Project Management by Using Machine Learning Algorithm	The research focuses on the visualization of building management, particularly in the analysis of building energy consumption. Due to the complexity and variety of building energy consumption data, general machine learning algorithms may have low recognition accuracy.	The findings or results would likely be presented in the research paper itself and could include insights on the effectiveness of the visualization system in improving building management efficiency, the accuracy of the graph neural network algorithm in extracting and transforming building data, and the impact of the deep learning algorithm in compensating for data shortages.	As the overall management of the building involves all aspects related to the construction project, it is necessary to integrate a variety of complex data.	Future work in the research on Visual System Development for Construction Project Management using Machine Learning Algorithm should focus on expanding the dataset, integrating real-time data sources, exploring advanced machine learning techniques, optimizing the user interface and user experience, conducting performance evaluations and validations, and considering scalability and deployment considerations.	The study seems to address important aspects of building management, particularly in the context of visualization and machine learning algorithms. The use of a graph neural network algorithm to extract and transform building data shows promise in obtaining comprehensive information about the building.
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2022	Franz S., Shane Francis G., Christi an A.	Comparison of the Different Project Management Software used for a Commercial Project in the Philippines	The study focuses on four PMS: Primavera P6, MS Project, ProjectLibre, and MS Excel. These systems are evaluated based on their ability to produce key project management outputs such as the Work Breakdown Structure (WBS), Gantt Chart, Critical Path, and S-Curve.	The findings of the study can assist project managers in the Philippines in selecting the most suitable PMS for their projects. By considering the overall view of progress from planning to implementation, project managers can ensure the success of their projects.	The conclusion of the study is that project managers in the construction industry in the Philippines have several options when it comes to selecting a Project Management Information System (PMIS) or Project Management Software (PMS) for their projects.	No Applicable in the Research	The study provides useful insights into the available PMS options and their capabilities, aiding project managers in their decision-making process.
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2021	Zhi Xao, Feng- Shei Lu	Classificat ion of clients in client relationshi p manageme nt (CRM) base on rough set theory and PMIS	The paper proposes a client classifying algorithm based on rough set theory for effective client analysis and classification in CRM. The algorithm begins by obtaining a sample through a sampling method using historical client data.	The application of the client classifying algorithm based on rough set theory demonstrates its practicability in CRM. By analyzing and classifying clients effectively, the algorithm contributes to enhancing a corporation's power of competition	The paper concludes that effective client analysis and classification are essential components of CRM. The proposed client classifying algorithm based on rough set theory presents a practical solution for achieving this goal.	Not Applicable in the Research	The title accurately reflects the project's focus on client classification in CRM using rough set theory. Consider mentioning the specific benefits of using rough set theory for client classification.
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2023	Enzo Bernado Peralta, Peter Lee Jr/	Supporting Industrial Engineering Education through DennIE: A Low-cost Knowledge Management System	The paper proposes a knowledge management system called DennIE, designed to support and supplement higher learning education in the Department of Industrial Engineering and Operations Research.	The results of the customer satisfaction survey indicate that DennIE yielded promising results in terms of its effectiveness and usefulness. The users who tested and used DennIE expressed satisfaction with the system's performance and found it valuable in enriching and broadening educational resources.	The paper concludes that the implementation of the DennIE knowledge management system in the Department of Industrial Engineering and Operations Research has been effective in supporting and supplementing higher learning education.	Not Applicable in the Research	The positive results from the customer satisfaction survey indicate that DennIE is an effective and useful tool in the educational setting, benefiting both students and faculty members in the department.
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2023	N. Hari Krishn a, V. Sai Hari Krishn a, Shaik Nazeer Basha, Vasu Deva Polinen i & Akhil Vinjam	Appointm ent Scheduler for VIP Using Python and Twilio	Proposes an appointment scheduling system for VIPs using Python and Twilio. The system is designed to manage appointments by allowing the public to inquire about availability and reserve time slots.	The appointment scheduling system using Python and Twilio shows promise in managing VIP appointments. The use of SMS notifications and messaging provides a more efficient means of notification, allowing clients to stay updated on their appointment status	The paper concludes that the appointment scheduling system using Python and Twilio is a practical solution in organizing and managing VIP appointments.	Not Applicable in the Research	By providing a platform for online appointment management and scheduling, the system has the potential to improve scheduling efficiency and reduce wait times.
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2021	Mohd NIZAM Osman, Khairul Anwar Sedek	Web-based customer relationship management (crm) system for educational sector integrated with mobile instance message (mim) using whatsapp application	The system was developed based on the web-based platform using HTML to design the interface and PHP to execute the framework, while MySQL is used for database purposes in the server. Besides, the web-based system was integrated with WhatsApp application using WhatsApp API.	This data helps business nurture relationships with clients, anticipate customer needs, recognize customer updates and tract performance go al when it comes to sales. Furthermore, CRM system main purpose is to make interactions more efficient and productive between business and customer.	Based on the features and functionality offered by the system, it will benefit to business community and educational institutes due to easy-to-use and be able to manage and improve external interactions between the customer and organizations.	Not Applicable in the Research	The challenge of disseminating information to Malaysian educational institutes is exacerbated by geographic factors, with over 10,000 schools, 5,000,000 students, and 400,000 teachers. Companies face the challenge of effectively disseminating information and managing customer records.
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2024	Alexander K. Nebytov	CRM-SYSTEMS AS A TOOL FOR IMPROVING THE EFFICIENCY OF E-COMMERCE	Explores the significance of CRM (Customer Relationship Management) systems in the modern business landscape. It discusses how CRM systems impact various areas such as business development, cost reduction, and data safety.	Suggest that implementing CRM systems brings several advantages to businesses in the e-commerce domain. These benefits include increased efficiency in marketing strategies and sales department operations, improved internal communication within the company, enhanced competitiveness, and effective utilization of CRM reporting.	Concludes that implementing CRM systems is essential for corporate businesses aiming to increase revenue and establish strong customer relationships. The findings emphasize the necessity of CRM systems for streamlining business operations, improving marketing and sales efficiency, and enhancing overall competitiveness.	Businesses should invest in employee training and support to ensure effective utilization of CRM systems. This includes providing regular updates on new features and functionalities, conducting workshops and training programs to enhance proficiency in system usage, and incentivizing employees to engage with the system proactively.	By leveraging the capabilities of CRM systems effectively, businesses can unlock the full benefits of these systems and achieve their revenue and customer relationship goals.
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2024	<p>Mario Vanho ucke om Servran ckx</p> <p>José Silva Coelho</p>	Project managemen t and scheduling 2022	Summarizes research studies published in the special issue on Project Management and Scheduling, focusing on the 18th International Conference on Project Management and Scheduling (PMS). The studies included in the special issue are centered around (non-)robust project and machine scheduling	Indicate that there is a significant interest within the research community to investigate robust scheduling approaches and optimization problems in practical business settings. The studies presented in the special issue showcase the state-of-the-art research in this field and contribute valuable insights to the existing literature	Based on the research studies presented in the special issue, the article concludes that there is a growing recognition of the need for robust scheduling approaches in project and machine scheduling. The findings emphasize the relevance of studying optimization problems in real-life business settings and their impact on project management.	There is a need to investigate how emerging technologies such as artificial intelligence and machine learning can be integrated into scheduling systems to improve efficiency and effectiveness.	Future research could also focus on developing decision support tools and frameworks that assist project managers in making informed scheduling decisions.
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2023	Sujal Sinha Mohit Shankar Yash Pande Kislay Kumar	Secure Cloud Storage using End-to-End Encryption	The methodology likely involves literature review, examining case studies, and evaluating current practices and technologies in the field of E2EE.	The findings of the paper indicate that E2EE plays a crucial role in ensuring secure storage, transmission, and integration of data in a cloud environment. By encrypting data at the source and decrypting it only at the intended endpoints, E2EE provides a robust layer of security, protecting data from unauthorized access and eavesdropping.	Based on the research and analysis conducted, the paper concludes that E2EE is a vital aspect of secure cloud storage.	may provide recommendations for future research and developments in the field of E2EE and secure cloud storage. These recommendations could include further exploration of advanced encryption	The paper discusses the significance of E2EE in addressing fears and concerns related to data protection and privacy in cloud storage. It may also highlight the importance of staying up to date with the evolving trends and advancements in the field of E2EE to ensure effective data security in cloud-based environments.
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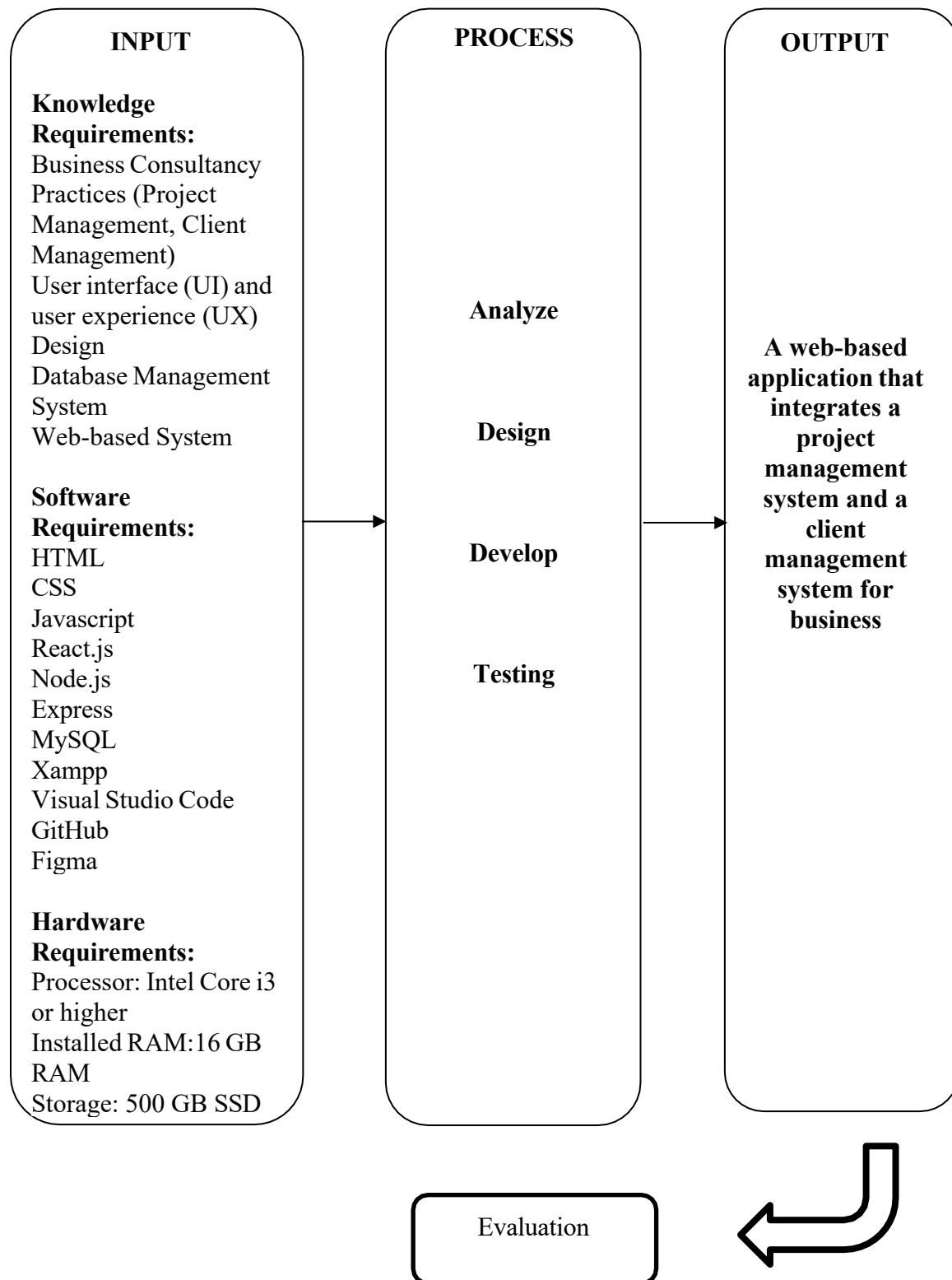
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2024	Francisco Castillo Korina Monoso	Agile Project Management	The authors conduct a comprehensive literature review and comparative analysis on Agile and Waterfall project management methodologies, examining their strengths, weaknesses, and compatibility with various projects.	This chapter emphasizes the significance of project management methodologies in IT projects, comparing Agile to Waterfall and discussing their differences. It also discusses the Scrum framework and DevOps and DevSecOps as natural follow-throughs from Agile-Scrum project implementation.	The chapter emphasizes that IT project management is not a one-size-fits-all approach, with Agile methodology being suitable for projects with rapidly changing requirements and quick delivery, and the Scrum framework for collaborative and adaptive project management.	Conducting case studies to explore the practical application and effectiveness of Agile and Waterfall methodologies in different IT project contexts.	This chapter provides valuable insights into the world of project management methodologies, focusing on the comparison between Agile and Waterfall approaches in IT project management.
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Conceptual Framework



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