

ANALYSIS OF SOCIAL MEDIA ADOPTION IN PROJECT COMMUNICATION TOWARDS SOFTWARE PROJECT SUCCESS

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Due to the current pandemic situation in the world, most of the organisations are running through virtual platforms. Thus, there is a high demand for software projects. Consequently, the number and the complex nature of the software projects have increased. However, managing these software projects is crucial for many project managers. Thus, most of the software projects are failed in the end and many factors affect that. According to the previous research findings, it was identified that project communication is a prominent success factor. When working on the project activities it is very important to communicate project-related information to all project stakeholders. Organisations use different mechanisms to handle these communication activities within projects. Use of web 2.0 applications like social media is incorporated into project management practices. Among them, project communication is at the top level. Besides, social media can be used to facilitate communication processes during the project life cycle. Further, many factors affect the adoption of social media, and there are many theoretical frameworks which have been developed to identify the factors affecting the technology adoption by individual users. Thus, this research integrates Innovation Diffusion Theory to identify the factors affecting the adoption of social media in project communication which is a prominent factor in project success. The findings of this research can be used by project managers to identify different types of social media platforms which can be used in communication activities and how those platforms can be handled effectively to be successful in the project completion.

Keywords: *Innovation diffusion theory; Project communication; Project success; Social media adoption; Software projects*
