The Impact of Organizational Marketing Competencies on Project Management Succeeding in Contracting Parties to Water and Wastewater Company in Guilan Province

sahar yeylagh beygi*,

Abstract The construction industry is considered a high-risk business with many problems, such as poor cooperation, mistrust and ineffective communication that leads to conflicting relationships between the parties. Therefore, identifying and analyzing the success factors in these projects is one of the priorities of the industry. The purpose of this research is to investigate the effect of marketing competencies on the project management success in contracting companies with the water and wastewater company in Guilan province. The research approach is quantitative. This research is based on the purpose of the applied type and in terms of the nature of the descriptive - correlation type. The initial information was collected through a questionnaire. The statistical population of this study is contractors of construction companies under the contract of Gilan Water and Sewage Company, which has 200 contractors, which is provided by contracts of water and wastewater companies. The sample size was estimated using 121 Cochran formula, which was ed by non-probabilistic sampling method contractors of construction contractors of Gilan Water and Sewage Company. All analyzes were performed using Smar PLS software. The research results show dimensions. The marketing competencies of the organization have an impact on the success of the project management and adds to the work experience and the number of projects carried out on the competence of individuals to carry out construction projects. Key words: Marketing competencies, organizational communication, organizational strategies, project management success, number of ongoing projects, work experience

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