Investigating the Relationship Between Strategic Planning Characteristics and Success in Managing Development Projects in the City of Rasht

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Successful management of the project is one of the most important actions in the organizations, which is very important for its infrastructure. Strategic planning and the formulation of a regular strategy are one of the most important steps in successful management of corporate projects. The purpose of this study was to investigate the relationship between strategic planning and success in managing urban development projects in Rasht city. The research is descriptive-correlational and the statistical population is the managers of the urban development projects of Rasht city. Based on Cochran's formula and simple random sampling, 214 people were ed as the sample. The data gathering tool was a standard questionnaire. Its reliability was estimated by Cronbach's alpha and composite reliability higher than 0.7. Validity was confirmed by content validity, convergent and divergent validity. In order to analyze the data, Structural Equation Modeling (SML) modeling was performed using Smart PLS software. The research findings showed that there is a positive and significant relationship between strategic planning dimensions including: formalism, comprehensiveness, participation, structure and success of management projects in the municipality of Rasht. In this regard, it is recommended that, by reinforcing the strategic planning elements in the project body, more coherence is given to project management.

Keywords : Keywords: strategic planning, formalization, partnership, comprehensiveness, structure, project management

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