

The role of motivations in small business success- Abdalmenem A Y Shaheen - Al Quds Open University, Israel

Abdalmenem A Y Shaheen

Abstract

Palestine depends largely on projects. The small business plays an important role in the development process, especially in light of the sector's suffering from the economic and political siege, continuous closure of crossings, and high unemployment rate. Many small businesses were not as successful as much as needed; perhaps one of the most important reasons for the project's failure is a misunderstanding of motivations. The success of projects and the achievement of its goals are closely linked to make decisions and push through challenges. The motivations play an important role in the management of projects, and the project manager is the backbone of projects' success in terms of his ability to monitor all the project activities. He/she is the focal point of the project and his role in the form of the project team, clarify their roles and responsibilities, make the appropriate decisions, speed the completion of the work, and the development of budgets and influence the behavior of others to achieve project's objectives (Aldeerawi, 2012). Motivation refers to "the reasons underlying behavior" (Guay et al., 2010, p.712). Paraphrasing Gredler, Broussard and Garrison (2004) broadly define motivation as "the attribute that moves us to do or not to do something" (p.106). In recent studies that have been conducted by the Ministry of the Palestinian Economy found that the number of permanent jobs provided by small businesses is greater four times than the number of jobs that are provided the temporary operating system in the same period by the same amount. So it emerged the importance of taking care of the small business, developing them and provision of sufficient outcomes from the administrative skills and abilities in the administrative area, which enables project managers to manage their projects successfully and to overcome the problems they face and enable them to optimize the use of available resources.

This work is partly presented at Global Entrepreneurship & Business Management Summit 2019, April 10-11, 2019