

Contents

Resumen	II
Resum	IV
Summary.....	VI
Dedicatorias y agradecimientos	VIII
Acknowledgments.....	IX
Acronyms and Definitions.....	XVI
Introduction.....	1
1.1. BACKGROUND	2
1.2. MOTIVATION AND PROBLEM STATEMENT	5
1.3. RESEARCH HYPOTHESES, MODEL AND OBJECTIVES.....	7
1.4. METHODOLOGY.....	11
1.4.1. Brief literature review.....	11
1.5. CONCLUSION	26
Literature Review	32
2.1. Introduction.....	33
2.2. Electronic Customer Relationship Management	35
2.3. Strategic management	37
2.4. Supply chain management.....	39
2.5. Business Management	41
2.6. Product Development and Innovation	43
2.7. Decision Making	45
2.8. Employees	47
2.9. Customer Behavior.....	49
2.10. Market Requirements	51
2.11. Customer Satisfaction	53
2.12. Researches aligned with the results and achievements of the current research	55
2.12. Conclusion	57
Research Method	59
3.1. Introduction.....	60
3.2. Introduction to the case study method.....	61
3.3. Framework of study	62
3.4. Stage of research	62
3.5. Types of research	62
3.5.1. Strategic basic research	63

3.5.2. Experimental development	63
3.5.3. Descriptive research.....	63
3.5.4. Exploratory research	63
3.5.5. Quantitative research	64
3.5.6. Qualitative research.....	64
3.6. Subject of research.....	66
3.7. Location of researches	66
3.8. Research resources (Data source)	66
3.8.1. Project Documentation.....	67
3.8.2. Interviews.....	67
3.9. Introduction of variables and their operational definitions.....	70
3.9.1. Variance-based approach or Partial Least Squares (VB-PLS).....	70
3.9.2. Sample size in PLS partial least squares method	70
3.9.3. Reflective measurement models (Reflective) and combined models (Formative)	71
3.9.4. Inner Model and Outer Model.....	72
3.9.5. Assessment of the Measurement Models.....	73
3.9.6. Validity and Reliability of the questionnaire	75
3.10. Case-study achievement	76
3.11. The pilot case-study project.....	77
3.12. Variables	79
3.13. Data Programming	82
3.14. Time Scheduling and Work Structure.....	82
3.15. Budgeting and expenses	87
3.16. Interviews with subjects involved	89
3.17. Summary of Chapter	90
Data Analysis	93
4.1. Introduction.....	94
4.2. Describing demographic characteristics.....	95
4.2.1. Description of community characteristics in terms of research location	95
4.2.2. Describing the characteristics of community in terms of gender	96
4.2.3. Describing the characteristics of community in terms of age variable	97
4.2.4. Describing the characteristics of community in terms of education.....	98
4.2.5. Describing the characteristics of community in terms of organizational levels	99
4.3. Analysis of the research model.....	100
4.3.1. The fit of the measurement model	103

4.3.1.1. Reliability	103
4.3.1.2. Convergent validity	104
4.3.2. Structural model fit	108
4.3.2.1. Divergent validity	108
4.3.2.2. Fornell-Larker matrix	108
4.3.2.3. Heterotrait-Monotrait ratio of correlation (HTMT) matrix	110
4.3.2.4. Meaning of external loads (outer components)	111
4.3.2.5. Coefficient of determination (R^2 value)	114
4.3.2.6. Q^2 forecasting criterion and predictor fit	115
4.3.3. Overall model fit	115
4.4. Examining research hypotheses	116
4.5. Checking the type of mediation.....	118
4.6. Examining the role of moderation.....	120
4.7. Summary of the chapter	121
Results and Conclusion	124
5.1. Introduction.....	125
5.2. Summary of the research.....	126
5.3. Research findings	126
5.3.1. Inferential findings (hypotheses test results)	126
5.4. Practical suggestions	131
5.5. Limitations of the research	134
5.5.1. Limitations of theoretical foundations and research background	134
5.5.2. Time limit.....	135
5.5.3. Limitation of the cost	135
5.5.4. Limitation of the statistical population	135
5.6. Recommendations	135
5.7. Future Research Opportunities	137
5.8. Summary.....	138
Bibliography.....	143
Appendix.....	164

List of Table

Table 1- Acronyms and Definitions.....	XVI
Table 2- PLS Instructions in previous studies.....	15
Table 3- Formulas in PLS-SEM model according to CFA	20
Table 4- Understanding of SMART-PLS with different intervals.....	22
Table 5- Rule of Thumb for Results Cronbach’s Alpha.....	24
Table 6-Researches aligned with the results and achievements of the current research.....	55
Table 7- Qualitative Vs. Quantitative methods.....	65
Table 8- A sample for Cause and Delay Table for an EPC project.....	68
Table 9- Survey and Interview methods for EPC projects	70
Table 10- Evaluation criteria of the measurement model (outer model)	73
Table 11- An example of Checklist for Details of Problems in EPC projects.....	80
Table 12-Frequency distribution of respondents based on research location.....	95
Table 13- Separation of respondents by gender	96
Table 14-External loads (outer components) of research structures.....	100
Table 15-Cronbach's alpha statistic values for research constructs.....	103
Table 16-Combined reliaility coefficient values for research constructs	104
Table 17-Average Variance Extracted (AVE) values of research variables	104
Table 18-Fornell-Larker criterion	109
Table 19-The results of the differential validity test of the HTMT index.....	110
Table 20-Significance table of external loads of research questions corresponding to each variable	112
Table 21-The coefficient of determination of the endogenous structure of the research model	114
Table 22-Q ² criterion results for endogenous constructs.....	115
Table 23-Model fit values	116
Table 24-PLS standardized path coefficients	117
Table 25-Examining the state of the mediation hypotheses.....	119

List of Figures

Figure 1- Conceptual Model for EPC Project.....	8
Figure 2- Summary of the methodology.....	11
Figure 3- Inner and Outer Models in Structural Equation Modeling (SEM)	17
Figure 4- Multivariate Methods-Comparison of two generations.....	18
Figure 5- Basic conceptual model Components	29
Figure 6- Influencing Factors in Basic conceptual model.....	30
Figure 7- Framework for a better understanding of the study.....	62
Figure 8- An example of Reflective and Formative differences.....	72
Figure 9- An example of a type of WBS for an EPC project	84
Figure 10- An example for Type 1 of Time Schedule-Baseline	85
Figure 11- An example for Type 2 of Time Schedule	85
Figure 12- An example for Type 3 of Time Schedule	86
Figure 13- An example for a type of WBS and Time Schedule with Delay Time.....	87
Figure 14 - Pie chart of frequency distribution of respondents based on research location	95
Figure 15-Frequency distribution of respondents in terms of gender	96
Figure 16-Frequency distribution of respondents according to age group	97
Figure 17-Pie chart of frequency of respondents according to education level	98
Figure 18-Pie chart of the breakdown of respondents in terms of years of service	99
Figure 19-The measurement and structural model of the current research	102
Figure 20-Conceptual research model with path coefficients and external loads	106
Figure 21-Histogram chart of CR coefficient, Cronbach's alpha coefficient, and AVE of research structures	107
Figure 22-Conceptual research model with t-values	111
Figure 23-Mediator variable analysis procedure in PLS-SEM	118
Figure 24-Variance Accounted For.....	119
Figure 25-Professor James Gaskin's interaction diagram	120