

FRI-ONLINE-1-SW-06

CHALLENGES IN MANAGING VIRTUAL TEAMS IN SOCIAL PROJECTS^{22 23}

Pr. Assist. Prof. Nataliya Venelinova, PhD

Faculty "Business and Management",

Univesity of Ruse "Angel Kanchev"

Phone: 0888558782

E-mail: nvenelinova@uni-ruse.bg

Abstract: *The development of social networks and communication technologies definitely changed the project management practice reconsidering information management of the highest importance for the quality of the project management. The software applications and the Covid -19 crisis strengthen the imposing practice of dominance of the virtual teams. The paper systemizes key features of the virtual teams in project management and analyzes their strengths and weaknesses in terms of the communication effects in managing online groups. The particular case of social projects has been used as a basis to identify the challenges in managing virtual teams. An operational definition of this specific type of project is also proposed. The e-leaders role and required features in comparison with the traditional leadership in project management are central issues discussed in the paper with the view of proposing an updated set of competencies relevant to the management of virtual teams.*

Keywords: *virtual teams, project management, competencies, social projects*

JEL Codes: *O10, O22, M14, L31*

REFERENCES

- Almeida, L. a. (2020). The Attractiveness of Extreme Wind Sports Linked to Social Responsibility: Innovations in Coastline Tourism. In J. R. L.B.Almeida (Ed.), *Innovation and Entrepreneurial Opportunities in Community Tourism* (pp. 37-56). Hershey: IGI Global.
- Bjørn, P., & Ngwenyama, O. (2009). Virtual team collaboration: Building shared meaning, resolving break-downs and creating translucence. *Information Systems Journal*, 19, 227-253. (11)
- Chang, A. a. (2001). A multidimensional approach to the group cohesion-group performance relationship. *Small Group Research*, 32(4), 379-405.
- De Bruyn, Aj. (2020). Harnessing HR governance in effective virtual teams., In: *International Journal of Social Sciences and Humanity Studies*, Vol 12, No 1, 2020 ISSN: 1309-8063
- Ford, R. P. (2017). Strategies for building effective virtual teams: Trust is key. *Business Horizons*, 60, 25-34.
- Holsti, R. R. (1968). *Content analysis for the social sciences and humanities*. Addison-Wesley.
- Irungbam, R. S. (2016, April). The Model of Smart Cities in Theory and Practice. *Journal for Studies in Management and Planning*, 02(4), 162.
- Jarvenpaa, C. B. (2013). Swift Trust in Global Virtual Teams: Trusting Beliefs and Normative Actions. *Journal of Personnel Psychology*, 12(1), 45-56.
- Kerlinger, F. (1986). *Foundations of behavioural research (3rd ed)*. New York: Holt, Rinehart and Winston.
- Law Insider. (2020). *social project definition*. Retrieved December 11, 2021, from <https://www.lawinsider.com/dictionary/social-project>
- Mulki, J. B.-D. (2009). Set up remote workers to thrive. *MIT Sloan Management Review*, 51(1), 63 - 69.
- McKenna, K. Y. A. (2008). Influences on the nature and functioning of online groups. In A. Barak (Ed.), *Psychological Aspects of Cyberspace: Theory, Research, Applications*. (pp. 228-242). New York, NY: Cambridge University Press.
- Nydegger V. R., Liesl A Nydegge (2008). Challenges in Managing Virtual Teams. In: *Journal of Business & Economics Research (JBER)* 8(3):69-82. DOI: 10.19030/jber. v8i3.690
- Snellman C. L., (2014). Virtual teams: opportunities and challenges for e-leaders *Procedia - Social and Behavioral Sciences* 110 (2014), pp.1251 – 1261
- Sirkka L. Jarvenpaa, Dorothy E. Leidner (1999) Communication and Trust in Global Virtual Teams. *Organization Science* 10(6):791-815. <https://doi.org/10.1287/orsc.10.6.791>

²² Докладът е представен на научна сесия на 29.10.2021 в секция „Социални дейности“. След двойно анонимно рецензиране е отличен с кристален приз BestPaper и пълният му текст е насочен за публикуване в сборник Reports Awarded with "Best Paper" Crystal Prize'21, ISBN 978-954-712-864-4.

²³ Проучването е в рамките на проект 2021-БМ-01 „Изследване адаптацията на бизнес системи към условията на динамично променяща се среда“, финансиран от ФНИ на РУ „Ангел Кънчев“.