

The Factors Influencing Virtual Team Project Development Success in Software Product Companies: A Qualitative Inquiry

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Abstract

Numerous studies have been conducted on virtual team structures and their benefits to organisations via software development methods that result in project success. Recent studies, however, indicate an increase in the number of failed projects. Additionally, the effect of decision quality and speed on the success of virtual team development during the design and development process has not been investigated. Therefore, this study explores the factors affecting virtual team project development success. The paper uses a qualitative approach that focuses on multiple cases. Thematic analysis and the theoretical lens of the Homan's Interaction Theory's group formation were used to analyse the data. The analysis reveals that customer involvement in the design and development process is minimal when conducting virtual project development, and that it is highly dependent on the project's scope, budget, and customer type. In a virtual environment, the design and development process, through which a project comes to fruition, a process which is dictated by the interconnection between activities, interactions, and sentiments, frequently fails to produce successful projects. Additionally, the quality and speed of decision-making during the design and development stage affect the effectiveness of virtual team development. Thus, managers and organisations will obtain a clear understanding of the critical role played by customer participation and other critical factors in the practical achievements of a virtual team, a role that contributes a great deal to project success.

Keywords: Virtual teams, Virtual team project development success, The design and development process, Decision quality and speed, Team sentiments and team interactions.

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