

Communication in Project Management: A Critical Analysis of Strategies and Impact on Project Success

Sahil Bhore¹, Joash Eldoe², Prof. Rutuja Deshpande³
Student^{1,2} and Professor³

MIT Arts, Commerce & Science College, Alandi, Pune, India
sahilbhore66@gmail.com, joasheldoe@gmail.com, rpdeshpande@mitasc.ac.in

Abstract: *Effective communication is a pivotal factor in determining the success of projects, influencing stakeholder engagement, team collaboration, and overall project outcomes. This paper conducts a critical analysis of communication strategies within project management, exploring their varied applications and assessing their direct impact on project success. By examining the multifaceted nature of communication in project environments, this study aims to provide valuable insights for project managers, stakeholders, and researchers seeking to enhance communication practices and, consequently, optimize project performance. Through an in-depth investigation, the paper illuminates the significance of well-executed communication strategies in addressing challenges, aligning expectations, and fostering a collaborative project environment, ultimately contributing to the overall success of projects.*

Keywords: Communication strategies, Project management, Stakeholder engagement, Team collaboration, Project outcomes, Critical analysis.

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