

Strategic Integration of Social Media into Project Management Practice

Part of the Advances in IT Personnel and Project Management Book Series

Gilbert Silvius (LOI University of Applied Sciences, The Netherlands & University of Johannesburg, South Africa)

Description:

The functionality of social networking platforms has caused such technologies to become an integral part of modern society. Once limited to only personal purposes, the use of these platforms within organizations has seen significant growth in recent years.

Strategic Integration of Social Media into Project Management Practice is an authoritative reference source for the latest research on benefits and challenges presented by the integration of online social networks in the project development process. Highlighting relevant perspectives on team communication, effective collaboration, and stakeholder engagement.

Readers:

This book is an essential resource for project managers, researchers, graduate-level students, and practitioners interested in the innovative uses of social media in professional settings.

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Topics Covered:

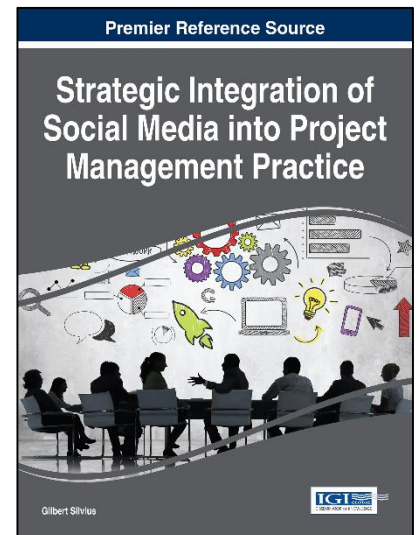
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Gilbert Silvius (1963) is professor of project and programme management at LOI University of Applied Sciences in the Netherlands and senior research associate at the University of Johannesburg in South Africa. He initiated and developed the first MSc in Project Management program in the Netherlands and is considered a leading expert in the field of project management. Gilbert has published over a 100 academic papers and several books. He holds a PhD degree in information sciences from Utrecht University and masters' degrees in economics and business administration. As a practitioner, Gilbert has over 20 years' experience in organizational change and IT projects. He is principal consultant at Van Aetsveld, project and change management, and is a member of the international enable2change network of project management experts.