

# **Critical Analysis of Engineering Management Challenges with Respect to Chinese Companies Working in Pakistan**

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The studies on project management generally indicate a concern for assessing factors that cause issues in implementing a successful project. One of the significant factors which affects any organization is the failure of a project to achieve the required goals or quality product/services. In the present era of rapidly changing market environments, managers of projects need external organizations for quality management practices implementation. This study focuses on the relationship between people-related quality management practices and project performance with the moderating role of communication between team members. These practices include top management support, participant involvement, customer focus, and quality training. Data were collected by surveying a usable sample of 253 employees involved in quality-related activities working in the context of project-based firms in Pakistan. Data was analyzed by using Spss 21 and Hayee PROCESS macro to check correlation, regression and moderation. Results indicate that participant involvement and quality training is positively related to project performance. Further developments also confirm the moderating role of communication only in quality training and only people associated with it. Such findings have practical implications for maintaining high standards of quality management practices and improving communication within the organization by making clear and straightforward policies that employees can follow.

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