



# Analysis of the Application of Modern Project Management Concepts in Commercial Projects

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**Abstract:** Modern project management concepts have a guiding role in the operation of commercial projects, providing guidance information for enterprises to carry out commercial projects and develop more reliable and effective forms of commercial project management. During the period of global economic integration, Chinese enterprises have been greatly impacted. If they cannot enhance their comprehensive strength, they will inevitably be at a disadvantage in competition, seriously affecting the sustainable development of enterprises. This article introduces the concept of project management, points out the advantages of applying modern project management concepts in commercial projects, and finally provides the application content of this concept in commercial projects.

**Keywords:** commercial projects, modern project management concepts, organizational structure, management plan

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## 1. Introduction

Project management takes the characteristics of commercial projects as its core, establishes a management mechanism for project operation and goal achievement, and ensures that the project runs according to plan. In the development of the project, the demand for tools, facilities, technology, and knowledge based on operational needs has increased, and relevant elements are needed as guidance for project operation, thereby promoting the project to proceed in the set direction. The modern project management concept is proposed based on the current environment and has guiding value for project management. Its emergence in project management is conducive to the effective control of commercial projects by management forms and has high application value.

## 2. The concept of project management

The purpose of project management is to improve the satisfaction of relevant personnel, establish specialized organizations based on project completion needs, and be responsible for promoting project operation. Through the application of technology, knowledge, and tools during project operation, effective control over the management process is achieved to ensure that the project can develop in the predetermined direction. Project management is based on factors such as time, funding, and quality, providing project management solutions and relevant measures for project management to ensure that management can achieve goals.

## 3. The advantages of project management

### 3.1 Integrating information technology

Knowledge and economy have been equated, and the knowledge-based economic era has arrived, occupying an important position in economic development. The existence of information technology in project management can provide important technical support for project development and become a guarantee for stable and reliable project operation. Based on the current understanding of future economic development trends, information technology development will become a major trend. Many internationally renowned enterprises have developed software for project information management and established a team of technical and managerial talents to meet the needs of project operation in the future. China's economy has developed rapidly, and in the past two decades, many enterprises with development potential have emerged[1]. They have also foreseen the future economic development situation and integrated information technology into project management, thereby strengthening the process management of projects and making reasonable adjustments based on the obtained information to ensure that projects operate in the established direction.

### 3.2 Aligning with international development

In recent years, the boundaries between countries have become blurred, and international economic and trade activities

have become increasingly active. Many international projects have been successfully completed in this context, providing a good model for countries around the world. The global economic landscape has undergone changes, with economic development and knowledge as the core. Project management, as a relatively important method in the economic field, needs to be adjusted according to the changes in the overall landscape. The advantages of project management in economic development are quite obvious, and it can become a supplement to project operation, providing assistance for project operation. In many countries, computer network technology is used to create internal networks and public portals, providing support for companies to showcase project progress to the outside world and internal project control. The internet will become a significant presence in enterprise operation projects, affecting aspects such as project speed and quality maintenance. In the process of continuous promotion of international cooperation, international management associations have emerged, which play a promoting role in the development of international professional activities and facilitate the exchange of project information.

### **3.3 Clearly characterized by specialization**

Driven by the concept of project management, project management has changed the inherent form of management. The emergence of project management concepts provides a direction for related management concepts, provides a lot of knowledge for management activities, and can strengthen the control of project operation. The scope of application of project management is very broad, and its presence can be seen in fields such as communication, architecture, and finance. There are differences in the forms of project management in different industries, and design should be based on the relevant industry formats and project achievement needs. The emergence of project management concepts in project management provides a wealth of knowledge and has a guiding role in the transformation of management in project activities, guiding project management towards specialization.

## **4. The Application of Modern Project Management Concepts in Commercial Projects**

### **4.1 Develop a project management plan**

The development speed of our country's economy is relatively fast, and many enterprises have emerged during this period, which have obtained benefits from the market through projects. Regardless of the size of the enterprise, management tools are involved in project operations. Whether project management adapts to the economic environment will directly affect the control of project operation. Modern project management concepts can provide guidance for enterprises, enabling them to find development directions and establish management models that are suitable for themselves. The use of modern project management concepts in commercial projects provides ideas for enterprises to carry out projects, and can also fully utilize knowledge according to project operation needs to develop a management plan that is conducive to project achievement[2].

Conduct comprehensive analysis before project management to determine the factors that affect the operation of enterprise projects, and coordinate management goals with the overall development goals of the enterprise. Enterprises analyze project management based on modern project management concepts, consider various influencing factors of project management, and discover factors that affect project operation on this basis. Based on the requirement of stable and orderly operation of the project, corresponding solutions will be formulated for various problems, and controlled through planning, which can effectively promote the operation of the project.

### **4.2 Enhance modern enterprise management capabilities**

Project management needs to be adjusted according to the economic environment, so it is necessary to have a certain judgment on the environment and deal with the problems encountered, so there is also a high demand for knowledge. Modern project management concepts can provide ideas for the operation of enterprise projects, enabling them to plan according to predetermined paths. In the research of projects, enterprises formulate management measures based on the information they have mastered, and provide targeted solutions to overcome the capability shortcomings discovered during the process. Under modern project management concepts, enterprise project managers evaluate their professional abilities, identify deficiencies, and make up for them. Enterprise management personnel will closely monitor the group cooperation during project operation, quickly stabilize the emotions of different groups based on factors that affect cooperation, identify the causes of problems, and provide solutions to ensure the smooth operation of the project. In addition, the company will actively integrate measures to empower the stable operation of the project[3].

### **4.3 Promote project management concepts in commercial projects**

The use of modern project management concepts in commercial projects may encounter many problems during

operation. In order to play a leading role in project management, it is necessary to create a good environment and solve various problems encountered during the use of modern management concepts in commercial projects to maximize their value for project operation. Therefore, it is necessary to intervene in the human factors that appear in the promotion of intervention project management concepts, and to enable each employee to have strong autonomy, recognize their job responsibilities, actively participate in job work, analyze problems seriously, and take measures to solve them, eliminating obstacles in the operation of commercial projects. In personnel management, it is necessary to change the established work mode, establish excellent models, adopt the approach of advanced driving backward, create a good working atmosphere, and enable all personnel to move towards the goals set by the enterprise. Enterprises need to strengthen internal management, make reasonable arrangements for all functional departments, and encourage them to have good work enthusiasm. At the same time, they can handle tasks in a cooperative manner according to the tasks set by the enterprise, so as to successfully complete tasks and save costs. Enterprises lock in project management requirements during project operation, analyze project management forms based on project management concepts, find suitable ways for themselves under this concept, strengthen control over all departments, and enable them to cooperate and promote project operation together[4]. Enterprises introduce project management concepts into their operations, which influence all internal departments and encourage them to achieve optimal resource integration through collaboration based on project needs, thereby accelerating task completion speed.

## 5. Conclusion

In summary, the competition in the market economy is becoming increasingly fierce, and modern enterprises need to actively seek changes in this environment in order to appear in a better position in the process of external economic environment changes, cope with various blows in the market environment, and ensure that they can achieve their development goals well. The concept of project management plays a significant role in promoting the development of commercial projects and the completion of project tasks for enterprises. It is an effective means to assist modern enterprises in completing transformation and enhancing their comprehensive capabilities. Therefore, enterprises need to develop a set of plans during project management, choose management methods that are suitable for themselves under the project management concept, actively promote the project management concept within the enterprise, and thus unleash the empowering effect of this concept on their own management capabilities, accelerating the modernization development speed of the enterprise.

## References

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