

## Success Factors of International Projects: A Multiple Case Study of Canadian Companies

**Jalal El Fadil**

Professor of finance, University of Quebec at Rimouski, Rimouski, Quebec, Canada

### Abstract:

In an era of growing globalization, international project, emerge as an interesting strategic option for companies aiming to grow, to enhance their performance and to benefit from international business opportunities. Several factors can contribute to the success of these projects and help companies overcome difficulties inherent to adopting them. In fact, without these factors, it would be hard for enterprises to reach the objectives of venturing into new markets. This justifies our research objectives; which focus on identifying and analysing the success factors and the business practices that help companies avoid failure of international projects. To reach these objectives, our study employed a qualitative research approach based on the experience of Canadian companies with international experience. Using mainly a semi-structured interview with participants from three different Canadian companies, we explored what are the critical success factors needed by the latter when adopting international projects and what are the business practices that can help them reach these projects objectives. The research underscored the importance of understanding the cultural characteristics of the host country and its legal aspects, the availability of competent local employees, the existence of the necessary infrastructures as well as the Canadian directors international experience and their flexible adaptation to local practices. This research showed that there can be a distinction in terms of success factors between standard projects and international projects.

### Keywords:

International project, internationalization, success factors, business practices, project management.