

ASSESSMENT OF PROJECT ACTIVITY AND DEVELOPMENT PERSPECTIVES

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Abstract. Project activity is a crucial component in organizational growth and innovation. Evaluating project performance enables managers to identify strengths, weaknesses, and future development opportunities (Mammadov, 2020). This study examines current methods of project assessment and proposes strategies for improving project efficiency and sustainability. The research emphasizes the integration of modern project management tools, training programs, and sustainability considerations as essential for achieving long-term project success (Brown & Green, 2022).

Introduction. Project activity involves the planning, execution, and monitoring of tasks to achieve specific objectives (Mammadov, 2020). Effective assessment allows organizations to optimize resource use, increase productivity, and ensure long-term success (Huseynli, 2021). With rapid technological advances and increasing competition, project management has become a key factor in organizational development (Smith, 2019). Proper evaluation of projects ensures that organizations can identify potential risks, allocate resources efficiently, and adopt best practices (Brown & Green, 2022).

The purpose of this paper is to explore key methods of project assessment and to present development perspectives that enhance project outcomes. Special attention is given to modern software tools, training programs for project teams, and sustainability integration as crucial components of contemporary project management (Johnson, 2021).

Methods of Project Assessment. Methods of project assessment vary according to organizational objectives, project size, and the complexity of tasks involved, and they collectively aim to determine how successfully a project has been executed. One of the most widely applied approaches is the use of Key Performance Indicators (KPIs), because measurable criteria such as time, cost, and quality enable managers to monitor efficiency and identify deviations from planned targets at an early stage (Mammadov, 2020). KPIs make the evaluation process more concrete and provide clear benchmarks for assessing project success. Another important method is the Balanced Scorecard approach, which examines not only financial indicators but also non-financial dimensions including customer satisfaction, internal operational efficiency, and innovation capacity (Smith, 2019). This approach offers a comprehensive understanding of how a project contributes to the organization's strategic goals. Project audits represent a further significant evaluation method, as they involve detailed reviews of both project processes and final outcomes, allowing organizations to detect weaknesses, inefficiencies, and areas requiring improvement (Brown & Green, 2022). Audits strengthen accountability and help teams extract valuable lessons from completed projects. Overall, combining quantitative and qualitative assessment techniques enables organizations to gain a holistic view of

performance and supports more informed strategic decision-making (Huseynli, 2021).

Development Perspectives. Development perspectives in project management focus on enhancing project efficiency, strengthening organizational capabilities, and ensuring long-term sustainability, reflecting the importance of both short-term results and broader strategic impact. One of the main strategies involves integrating modern project management software, as tools such as Microsoft Project, Jira, and Asana streamline workflows, improve team coordination, and allow real-time monitoring of project progress (Johnson, 2021). These digital solutions automate reporting, reduce human error, and help teams work more efficiently. Another essential development strategy is training and capacity building, since continuous professional development increases team competence, fosters knowledge sharing, and enhances adaptability in complex or rapidly changing environments (Mammadov, 2020). Incorporating sustainability principles into project management is equally important, with ESG standards guiding organizations to align their initiatives with environmental, social, and governance objectives; such practices reduce potential risks and strengthen corporate reputation (Brown & Green, 2022). Looking ahead, development perspectives increasingly highlight the use of artificial intelligence and predictive analytics to improve resource allocation, anticipate project outcomes, and enhance decision-making quality (Johnson, 2021). As a result, organizations that combine innovative technologies with traditional project management approaches are more likely to achieve sustainable development and maintain a competitive advantage.

Conclusion. Regular assessment of project activity is essential for organizational growth, productivity, and competitiveness (Huseynli, 2021). Combining traditional evaluation methods such as KPIs and audits with modern strategies like software integration, training programs, and sustainability considerations ensures that projects remain efficient, adaptive, and socially responsible (Mammadov, 2020; Brown & Green, 2022). Future research should explore the integration of digital tools and methodologies, and assess their impact on project performance and long-term sustainability (Johnson, 2021).

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