

### **Dr Christine Unterhitzenberger**



#### **Importance and Role of the Sponsor at the Project Initiation**

The project initiation phase is the most critical phase at the beginning of the project. During this phase the involvement of the sponsor is particularly high as the project requirements need to be set out and defined and the direction for the overall project is given. With examples from practice as well as evidence from literature this talk will look at the importance and role of the sponsor during this crucial phase.

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**Dr Christine Unterhitzenberger** is a Senior Lecturer in Project Management at Liverpool Business School and Programme Leader of the Doctorate of Business Administration (DBA). In this role she is responsible for the development, design and delivery of the programme.

Furthermore she has taught on different under- and postgraduate programmes various project management modules as well as research methods. Currently she is the module leader for Project Management on the Master of Business Administration (MBA).

Her research is focused on relational and psycho-social aspects in projects and temporary multi organisations. She is particularly interested in how a better understanding and an increased awareness of psycho-social relationships can enhance the project performance. This includes topics such as organisational justice and dealing as well as coping with difficult stakeholders. She has recently successfully secured a funding in this area from the EU in the context of the Marie Skłodowska Curie Horizon 2020 Research and Innovation Staff Exchange (RISE) as well as from the Association for Project Management (APM) in the UK.

Prior to her academic career she has worked for almost ten years as a project manager in the construction industry. She was responsible for the project management of various large scale construction projects with a total value of more than £ 500 million. During her professional career she covered the whole life cycle of projects from the initial feasibility study to the final handover and implementation. Her clients were public bodies and private organisations.