

TABLE OF CONTENTS

THESIS APPROVAL.....	ii
EXAMINATION COMPLETION APPROVAL.....	iii
STATEMENT OF ORIGINALITY THESIS.....	iv
MOTTO.....	v
ABSTRACT.....	xi
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF TABLES.....	xii
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Description.....	2
1.3 Research Question.....	2
1.4 Research Methodology.....	2
1.5 Research Objective.....	3
CHAPTER II.....	5
LITERATURE REVIEW.....	5
2.1 IT Environment vs Non-IT Environment.....	5
2.2 Contribution of Scrum in Non-IT Environment.....	9
CHAPTER III.....	10
RESEARCH METHODOLOGY.....	10
3.1. Research Methods.....	10
3.1.1. Literature Review.....	10
3.1.2. Qualitative Research.....	10
3.2. Research Models.....	11
3.2.1. Porter's Five Forces.....	11
3.2.2. SWOT Analysis.....	12
3.3. Search Methods.....	13
3.3.1. Interview.....	13
3.3.2. Desk Research.....	13
CHAPTER IV	
RESULTS AND ANALYSIS.....	14
4.1 Advantages and Disadvantages of Scrum in Non-IT Environment.....	14
4.1.1 SWOT Analysis.....	14
4.1.2 Porter's 5 Forces.....	18

4.2 Factors that Influence the Implementation of Scrum.....	20
4.2.1 The Project Team.....	22
4.2.2 Psychology and Culture.....	25
4.2.3 Process and Method.....	28
4.2.4 Environment.....	30
4.2.5 Technology.....	33
CHAPTER V	
CLOSING.....	35
5.1 Conclusion.....	35
5.2 Recommendations.....	40
REFERENCES.....	41
APPENDIX.....	44