

STRATEGY AND STRATEGIZING: THE CASE OF SAUDI SPORT PRIVATIZATION POLICY

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For over ten years the Saudi government has been promoting a strategy for privatization of sport clubs in an attempt to reduce government spending in this field. A related political aim has been to diversify investments and to stimulate economic growth through greater involvement of the private sector in sport. Despite years of rhetoric and multi-million dollars spent on planning no real progress has been made to date. This study, therefore, addresses the relationship between strategy and strategizing as two distinctive sides of the policy process. In particular, the study investigates managers' roles at macro and micro levels in shaping and implementing the government privatization strategy in sport.