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Full Address : The Impact of Strategic Planning on the Efficiency of Long-Term Project Implementation: A Case Study of NEOM City in Saudi Arabia

Short Address : The Impact of Strategic Planning on the Efficiency of Long-Term Project Implementation

Abstract : The study aimed to analyze and evaluate the impact of implementing strategic planning on the efficiency of executing long-term projects, as well as to identify the

level of project implementation in NEOM using both quantitative and qualitative indicators. The researcher employed the descriptive-analytical methodology. The study reached several findings, the most significant of which revealed a strong consensus among the sample that the level of implementing the core elements of strategic planning in the examined projects is very high. The results further showed a strong positive and statistically significant effect of strategic planning on the overall performance of long-term projects. Among the key recommendations of the study were: establishing Strategic Management Offices (PMOs) as centers of excellence to ensure the systematic application of planning tools, and mandating major projects to conduct periodic (quarterly) strategic reviews to ensure continuous alignment with overarching objectives.

Keywords :

Strategic Planning - Long-Term Projects - Project
Implementation Efficiency - NEOM City

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