

عنوان البحث

**Accounting Data to Improve Governance Practices and Inform
Financial Decision Making in the Sports Sector.**

إعداد الطالب/ مبارك بن احمد القرني

إشراف/

د. الفیصل عبد الحمید

د. فايز جراد

العام الدراسي:

٢٠٢٥

Introduction:

The sports scene, in Saudi Arabia has seen changes since the rollout of Vision 2030 that aims to boost the economy and promote progress through sports development initiatives, like building top notch facilities and hosting global tournaments to nurture world class athletes and attract international attention and financial support like never before. The Saudi government has invested sums of money in advancing sports initiatives by establishing federations and enhancing infrastructure to host prestigious global sporting competitions in the country .

However the rapid growth has surpassed the development of governance frameworks needed to ensure openness accountability and effective resource management The fast expansion presents obstacles where financial oversight and governance structures need to adapt to keep up with the sectors increasing economic impact This study aims to thoroughly investigate ways in which financial data and accounting systems can be used to elevate governance practices streamline budget planning processes and enhance strategic decision making in the sports sector of Saudi Arabia

This study seeks to analyze methods and pinpoint challenges, within governance frameworks to enhance development and improve governance in the sports sector of Saudi Arabia over the long term by introducing structured strategies aiming to bridge the gap between ambitious growth goals and necessary governance structures, for their successful implementation .

Through my role as the Chief Financial Officer (CFO) at the Saudi Jiu Jitsu Federation under the Ministry of Sports guidance I have an advantage when conducting this research. This key position provides me with perspectives and valuable chances, for research that enrich the studys scope and real world significance.

My role allows me to have access, to the behind the scenes of operations and firsthand exposure, to dealing with governance issues in the realm of a sports association .

I have gained an understanding of how financial reporting systems work and the decision making processes involved by being involved in their implementation and supervision .

Knowledge of regulations: In my position I've had to gain an understanding of the regulations that apply to sports organizations in Saudi Arabia. This includes directives, from the ministry and global standards, for sports governance .

My job allows me to connect with individuals, in the sports industry which helps in gathering data and engaging with relevant people effectively .

Within my job environment I get to put research discoveries into practice in our organizations setting. It's, like having a real life testing ground for trying out governance methods .

The viewpoint, from within will be thoughtfully blended with precision to guarantee that the study upholds impartiality while drawing on real world perspectives that external researchers may not have access, to easily. This fusion of exploration and hands on implementation will amplify the significance and influence of the research findings .

Study problems:

My research delves into tackling linked issues concerning governance, within the sports sector of Saudi Arabia.

The current lack of governance frameworks is limiting transparency. Impeding effective oversight, in numerous sports organizations due to unclear reporting hierarchies and accountability structures as well, as inconsistent monitoring methods .

There is a lack of utilization of accounting information when it comes to oversight procedures and making decisions as financial data is typically kept separate instead of being integrated into governance processes .

Inconsistent financial reporting Diverse financial reporting methods, among sports organizations pose obstacles to monitoring and assessment hindering comparative analysis and performance measurement due, to the absence of uniform standards .

There is a lack of connection, between oversight processes and performance evaluations, in setups, which undermines accountability and the alignment of financial resources with strategic goals .

Adapting global governance principles to suit Saudi Arabias regulatory landscape presents a myriad of implementation hurdles that demand thoughtful deliberation .

The changing landscape of sports management, in the kingdom has led to a disjointed framework that poses compliance hurdles for entities operating in this industry .

Key individuals, in positions of authority frequently lack knowledge which hinders their ability to effectively utilize accounting information, for governance purposes .

Many sports organizations face challenges when it comes to incorporating and making the most of financial management systems and technologies despite the emphasis, on transformation, in Vision 2030 priorities .

The combination of these obstacles forms a research environment that necessitates a strategy to craft impactful resolutions .

The Importance of the Study:

This research carries significance for reasons.

In Saudi Arabias expanding sports investment landscape maintaining governance has become essential to ensure accountability and secure the long term viability of these investments as they continue to surge in value over time. The study aims to protect the resources being directed towards sports advancement by implementing effective oversight measures .

The study directly backs the goals of Saudi Arabias Vision 2030 by aiding in the enhancement of the sports sector through planned

governance improvement projects, which will help turn sports into an economic industry .

Enhancing governance frameworks can significantly lower the chances of errors and corruption, in the sector while also improving efficiency and safeguard the sectors reputation from harm .

Boosting stakeholder confidence is crucial, for fostering trust among investors and international partners, in the sports community by enhancing governance practices to attract investments and partnerships .

Objectives of the Study:

The main objective of our research is to create a governance framework that enhances the use of accounting data, within sports organizations, in Saudi Arabia. To accomplish this goal our study will focus on the following aims ;

Lets thoroughly evaluate the governance structures, in sports organizations in Saudi Arabia to pinpoint their strengths and weaknesses while also highlighting areas that could benefit from enhancement .

Study question:

This research seeks to tackle a number of inquiries:

What kind of governing structures exist in sports institutions, in Saudi Arabia at present. How well are they incorporating accounting details into their operations ?

What are the main hurdles and difficulties encountered when overseeing the growing sports sector, in Saudi Arabia ?

How does accounting data play a role, in enhancing transparency and accountability while boosting the effectiveness of governance procedures, within sports entities ?

How can the best practices, from around the world, in sports governance be. Applied to suit the context of Saudi Arabia successfully ?

Which set of rules and guidelines should be chosen to improve the use of accounting information, for supervision abilities and to aid in making decisions based on evidence ?

How do the knowledge of finance and understanding, among decision makers influence the quality and efficiency of governing practices ?

What are the best ways to implement governance practices in the sports sector, in Saudi Arabia while taking into account norms and limitations related to organizations and resources ?

How can advancements, in transformation and technology help enhance the integration of accounting data, into governance procedures effectively ?

What metrics should be set up to gauge how well governance is working in sports organizations in Saudi Arabia ?

Previous studies and theoretical framework:

My research expands on. Builds upon studies, in the areas of sports management and finance oversight by drawing insights, from several notable research papers .

Almutairie (2021) in an examination of sports governance issues, in Saudi Arabia highlighted structural and procedural shortcomings without delving into specific actionable remedies, for practical application .

Parent and Hoy (2018) created a framework to evaluate the governance of sports organizations that sets out criteria and measures. However this framework needs adjustments to accommodate the features of the Saudi Arabian environment .

Al Maamary and colleagues (2020) conducted a study, on how sports organizations in the Middle East region report their activities and found variations, in quality standards and transparency levels among them. Their research emphasizes the importance of implementing tailored governance strategies at a level .

Theoretical premisis of study:

The latest research is based on established frameworks.

1- Exploring Agency Theory: This study delves into how principal agent relationships operate within sports organizations investigating the methods employed to monitor performance and maintain alignment, between stakeholders' interests .

2-Institutional Theory: This research explores the impact of regulations and cultural norms, on governance practices within the sports industry, in Saudi Arabia .

3-Stakeholder Theory: This model emphasizes the need, for responsibility towards stakeholders, like government bodies, sponsors, athletes and the general public .

4-Resource Dependence Theory: explores how different systems of governance develop over time to handle interconnections and ensure the availability of resources to sustain an organizations operations effectively .

5-Contingency Theory: This viewpoint clarifies the importance of adjusting governance strategies to suit the circumstances and surroundings of an organization .

6-Methodology and research methods:

In my research approach I use a mix of methods that work together to provide an understanding.

A combined approach will be employed in the research incorporating both quantitative methods to gain an insight into the governance issues and possible remedies .

A thorough survey aimed at board members and top executives will collect information regarding existing practices and the governance issues they face .

Assessing governance, within the sports realm involves evaluating existing structures, with tailored methodologies to establish baseline metrics .

Analyzing the quality of reports involves an examination of the criteria employed to evaluate how well financial information is disclosed by sports entities .

Analyzing correlations involves studying the connections, between governance measures and indicators of effectiveness .

A comparative organizational analysis involves conducting a research study to assess and compare methods of organizing and managing sports organizations within sectors .

Benchmark testing involves comparing governance practices with standards and top performing organizations, in comparable settings .

Certain methods of research will involve:

Expert talks: Holding conversations, with figures in sports management such as leaders of federations and ministries as well, as industry professionals .

Case studies: Investigating leading companies, in sectors of the sports industry to discover strategies and obstacles in putting them into practice .

Hosted group discussions, with experts, in governance to delve into shared obstacles and possible remedies .

Systematically analyzing governance policies and financial reporting documents along, with frameworks is crucial, for documentation review .

Implement action research by enhancing governance practices in organizations and documenting both the process and results .

The Delphi technique involves gathering expert opinions in a manner to reach a consensus, on the governance practices tailored to the Saudi context .

The study will start by conducting research to pinpoint important topics and trends before moving on to a more organized quantitative analysis to confirm discoveries and assess suggested solutions .

Study tools (data collection tools):

We will use the following instruments to gather and examine data.

Survey on Governance Evaluation; A tool, for evaluating the governance structures of sports organizations including board procedures and oversight mechanisms .

Index of Financial Transparency:An organized assessment framework used to evaluate the quality and availability of reports .

Guidelines, for Stakeholder Interviews: Interview protocols designed to tackle governance issues and ensure accountability while optimizing the use of information .

A structured method:for assessing governance papers and operational guidelines known as the Document Analysis Framework .

Framework, for Assessing Governance; A refined instrument utilized to assess the status of governance in comparison, to established levels of maturity .

Assessment of Financial Literacy: Tools used to evaluate decision makers grasp of ideas .

Metrics, for Technology Usage: Instruments to evaluate the efficiency of organizations in utilizing technology for managing governance and finances .

Study Limitations:

There are a limitations that need to be recognized:

Governance matters are quite sensitive which might limit organizations from engaging in the research process due, to this sensitivity concern .

The changing landscape of the sports sector suggests that rules and regulations may see changes, over the course of the study period .

constraints: Making comparisons meaningful becomes trickier because organizations vary significantly in the sophistication of their governance systems .

Influence of Culture: The traditional cultural aspects play a role, in shaping the way stakeholders view and carry out efforts related to governance and transparency measures .

The distinctive situations, in Saudi Arabia could restrict the relevance of the discoveries to geographical settings .

As a Chief Financial Officer my position gives me insights, from an insiders point of view though I need to be mindful of biases that could influence my perspectives .

Temporal constraints are, in place as the study examines governance at a point in time than following its entire development, over a prolonged duration .

Access, to data sources and stakeholders may be restricted due, to limitations known as resource constraints .

Steps to Implementing a Plan:

One crucial aspect of this study will involve creating a plan, for real world execution, which will encompass ;

A structured step, by step implementation method that matches the organizations readiness and capacity known as a phased approach .

Templates, for governance documents: These standardized templates are designed to make it easier to create and organize governance documents consistently .

Educational courses that aim to improve knowledge and governance understanding, for individuals, within an organization .

Performance metrics are tools, for evaluating governance performance and monitoring progress over time .

Strategies, for implementing changes include organized methods to handle shifts and tackle opposition, to management practices .

Tools, for assessing the effectiveness of governance and tracking progress, in maturity levels are known as evaluation instruments .

A plan, for integrating technology to improve governance capabilities outlining the steps, for implementing technologies .

Established sustainability practices: Guidelines aimed at integrating governance enhancements into norms and operations .

The research seeks to connect discoveries, with real world use in the sports industry by providing practical tools for implementation, alongside theoretical understanding.

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