A PROPOSED STRATEGY FRAMEWORK FOR THE SAUDI ARABIA KING ABDULLAH'S SCHOLARSHIP PROGRAM

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ABSTRACT

In this paper we present a strategy framework for the King Abdullah's Scholarship Program (KASP). This strategy framework is the first of its kind and we consider it as a road map that enables the decision makers to understand the current situation and to consider possible current and future strategic alternative actions and plans. We analyze the current situation using strategy analysis techniques such as the Strengths, Weaknesses, Opportunities, and Threats (SWOT) technique, and the Political, Economic, Sociological, Technological, Legal, and Environmental (PESTLE) technique to establish the indicators and effects on the KASP in the Kingdom of Saudi Arabia (KSA). The proposed strategy framework enables the introduction of possible improvements of the current practices in KASP, points out the means for enabling capacity building in the Kingdom of Saudi Arabia (KSA), and presents itself as a milestone on which many current and future decisions depend. Examples of these decisions are: the selected areas of studies/specializations, budget allocation/distribution, extent/time span of a scholarship program, selected countries where the scholarships would be executed, ways to monitor successes /failures and progress, and measures to introduce improvements and establish a set of key performance indicators. Also, this strategy will allow tracking of milestones or breakthroughs, and the ability to establish alternative paths and exit points. We propose the use of a tree-state-transition structure to present, in a compact visual form, the current situation and the various alternative strategies in each program. We then present a set of suggestions and recommendations for improving the various aspects of KASP emphasizing that the current KASP does not allow for leadership, creativity, and innovation. We highly recommend making changes to KASP current strategic approaches in the various programs, and suggest introducing a monitoring strategy, an advanced selective high quality strategy, and a strategy that would enable creativity, innovation, and leadership. Throughout the various sections of this paper, we point out a set of possible future research works and improvements.

Keywords: *King Abdullah Scholarship Program, Strategy, Strategy Framework, SWOT, PESTLE, Tree-State Structure Strategy Approach, Language Program Strategies, Academic Programs Strategies, Key Performance Indicators, Selective High Quality Strategy, Creative, Innovative and Leadership Strategy, Exit Points*