

# Innovative Sustainability Practices and Technological Innovation as a Key Competitive Advantages for Mega Sport Events: A Case Study of The FIFA World Cup Qatar 2022

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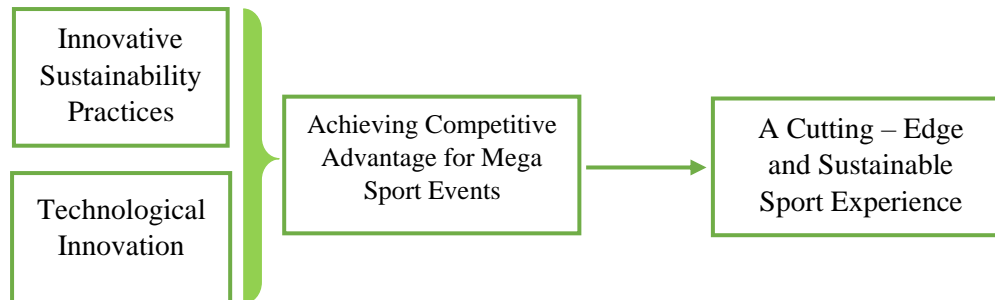
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## Abstract:

The purpose of this study is to examine the role of innovative sustainability practices and technological innovation as key factors in creating a competitive advantage for the 2022 FIFA World Cup hosted by Qatar. The study aims to analyze World Cup statistics and gather preliminary data from local residents and tourists to understand their perceptions of Qatar's uniqueness in hosting the 2022 FIFA World Cup. The findings of this study will assist mega sport events organizers better grasp the areas of innovation that contribute to a more sophisticated and competitive sporting experience, especially considering Qatar will host the Basketball World Cup in 2027.

## Conceptual Framework:



## Literature Review:

The literature review will analyze previous studies to provide a background and context for the research, highlighting the importance of the topic and the gap in knowledge that the study aims to fill.

## Methodology:

The study will employ a quantitative research design, collecting data through electronic surveys and published statistics, and conducting descriptive analysis using SPSS and Structural Equation Modeling using PLS software. The methodology is designed to provide a comprehensive understanding of the innovative techniques utilized in FIFA World Cup Qatar 2022.

**Findings:**

The final results that will be obtained will contribute to the development of corresponding strategies to address these variables and employ them as a scientific foundation for future research and planning.

**Practical Implications:**

The proposed model will enable decision-makers to concentrate on the significant factors that will boost the competitiveness of the mega sport events, most notably the 2027 Basketball World Cup, which will be held in Qatar.

**Value:**

This study fills a gap in existing research by investigating the relationships between proposed variables, aiming to develop an integrated strategic model that provides a comprehensive understanding of their relevance in developing future policies based on scientific foundations.

*Key Words: Innovation, Technology, Sustainability, World Cup, Qatar*