

Marketing Ambidexterity as a gateway to attracting foreign direct investment to the Arab Republic of Egypt's sports sector

***Prof. Dr/ Sally Said Abdo Al- Deeb**

****Dr/ Reem Ahmed Mokhtar**

Introduction:

Many developing countries are attempting to establish an economic base to gain a position in the global market, and this is within the framework of broad economic globalization. As a result, they are attempting to adapt their financial and monetary policies, in general, to bring in the greatest amount of foreign capital possible by employing various marketing methods that are innovative and beneficial to the host countries, , and this increases internal competition in those countries, resulting in increased efficiency and job opportunities over time.

As a result, Marketing Ambidexterity is one of the marketing strategies that aim to develop the capabilities and skills of employees to develop available knowledge and create continuous innovations in a way that does not interfere with internal practices and marketing activities (2014: Driessen et al).

Organizational success and continuity in a complex and dynamic business environment necessitates the adoption of distinct strategies, work methods, and behaviors, such as those that allow them to balance between matching current market requirements and current customer needs, utilizing available marketing opportunities, and adapting to changing market conditions

and future customer needs. And, when it comes to future marketing opportunities, the balance in the distribution of interest between alignment and adaptation reflects the concept of Marketing Ambidexterity (Josephson et al., 2016).

Marketing Ambidexterity is dependent on the organization's exploitation of existing competencies and exploration of future capabilities in marketing activities to achieve exceptional performance, as it can be described as a combination of activities to explore and invest scarce resources and marketing capabilities, as well as the dynamism required to build marketing performance to achieve strategic goals, which is a set of marketing mechanisms that lead to full utilization of resources. And the capabilities available to achieve marketing objectives and build long-term customer relationships (2016: 18, Xu et al).

Exploring opportunities, which is a marketing method that aims to follow organisational and marketing rules and controls that help in facing difficulties to develop the capabilities of workers to implement strategic plans (2012: Holmqvist & Spicer), is one of the many dimensions of Marketing Ambidexterity.

* Assistant Professor, Department of Sports Administration and Recreation, Faculty of Physical Education for Girls, Helwan University.

** Lecturer, Department of Sports Administration and Recreation, Faculty of Physical Education for Girls, Helwan University.

Among these dimensions is the exploitation of opportunities, which is a marketing method that represents the basic foundation for the success of an organization's strategic orientation towards the external market to enhance the necessary motives for achieving growth, through the ability to identify promising marketing opportunities to achieve a promising competitive advantage that achieves all goals (Shirokova et al., 2013).

Marketing flexibility expresses senior management's desire to respond to and continuously adapt to changes in customer desires to make decisions that express the desire to achieve a set of marketing and strategic goals that satisfy the desires and requirements of current and future customers (Gylling et al., 2012:1284).

Foreign direct investment is one of the most important current phenomena that spread widely in the 1990s, but interest in this phenomenon clearly began with the advent of globalization, as it was associated with the phenomenon of financial and commodity liberalization, and it caused a profound transformation in the economic, social, and political aspects, making the world interconnected and intertwined in all aspects.

Attracting foreign investment is also a focus of attention for all countries, particularly developing countries where domestic savings are insufficient to finance the appropriate level of investments required to achieve high rates of growth, as these investments work to transfer modern technology, thus moving the wheel of production and increasing national income, which is reflected in improving citizens' living standards and increasing economic growth

(Ahmed Kamal Muhammad Murad - 2018).

Foreign investment is direct if the foreign investor owns 10% or more of the shares, and this percentage often allows him to participate in management and express his opinion on technical and administrative aspects of the project; however, if the foreign investor owns less than 10% of the shares, this percentage only allows him to obtain returns and he cannot participate in the institution's management. Foreign investment in portfolios and investment funds is referred to as indirect investment in this case. (Sultan Aqla , et al- 2018).

It is well known that most developing countries, including Egypt, face numerous economic challenges, the most serious of which are: low rates of development caused by low levels of income, which leads to low rates of savings and thus investment, and the severity of the problem increases in the case of those countries' inability to provide the sources of financing required to advance investment and thus development, and for this reason they have been forced to search for external sources of alternative financing, Including external borrowing, international aid, direct and indirect foreign investment (Hazem Al-Sayed Helmy Atwa Mujahid: 2016).

According to the UNCTAD database for monitoring bilateral investment agreements in 234 countries worldwide, including 21 Arab countries, the overall number of investment agreements in Arab countries reached about 901 agreements, representing 16% of the global total until 2022, with an average of 43 conventions for each country;

Where the UAE ranked first in the Arab world (fifth in the world) with a number of agreements exceeding 100 bilateral investment agreements until 2022, followed by Egypt in the second place in the Arab world (seventh in the world) with 100 agreements, then Kuwait ranked third in the Arab world (twelfth) in the world with 85 agreements. Morocco ranked fourth in the Arab world (fifteenth) globally, with 72 agreements, then Qatar ranked fifth in the Arab world (twenty-sixth) globally, with 60 bilateral agreements. (The annual report of the investment climate in the Arab countries of the Arab Corporation for the Guarantee of Investment and Export Credit - 2021).

Given Egypt's difficult economic conditions, as represented by high consumer goods prices, a decline in production, and a decrease in the purchasing power of the Egyptian pound as foreign exchange rates rose, it was necessary to seek serious solutions to the violent economic crisis that the country is currently facing, and it was one of the best of those. The solution is to turn to foreign investment, particularly direct investment, which has numerous advantages in addition to being an alternative to loans, grants, and foreign aid, as well as a key element for success.

Egypt is considered one of the developing countries that encourage foreign direct investments, and many policies opened the way for those investments and provided many incentives and guarantees under the so-called economic openness policy and others, resulting in an increase in the importance of foreign direct investments, which increased by a very large percentage as a result of the

increasing intertwining of relations. And all countries, developed and developing, are racing against the clock to attract these investments.

Hence, the two researchers noticed the absence of at least one statement regarding the volume of foreign direct investments in the Egyptian sports sector, and the researchers did not find a point confirming the absence of direct foreign investments in this sector, which indicates that there is a severe weakness in the volume of these investments or that there is no There are direct foreign investments in the Egyptian sports sector, or there is no interest in marketing sports projects and services that Egypt provides to foreign direct investors in all countries of the world.

The use of Marketing Ambidexterity as a field to attract many investors in various countries around the world, due to the large number of beneficiaries and workers in the sports field, as sport has become an industry that contributes to the advancement of countries' economies by achieving Marketing Ambidexterity dimensions such as discovering and exploiting available opportunities and marketing flexibility.

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The two researchers also see that the scientific and practical reality indicates that Egyptian sports face many problems due to the shortcomings in governmental and self-financing for its institutions. marketing as a basis for attracting foreign investors from all over the world and discovering and exploiting all available opportunities in marketing during local and international sports tournaments and competitions in which many foreign investors are present, as well as hotels, airports and tourism companies, and highlighting flexible strategic plans for investment in the Egyptian sports sector, as well as all facilities and privileges Which can be enjoyed by the foreign direct investor.

In order for the Egyptian sports sector to be attractive to foreign direct investment, a package of comprehensive reforms must be carried out to the investment climate in the Egyptian sports sector, so that it is a conducive, supportive and attractive medium for these investments. Here comes the role of Marketing Ambidexterity as one of the pillars that help attract foreign direct investment to Egypt. Here, the research problem was embodied in an attempt by the researcher to identify Marketing Ambidexterity as an entrance to attract foreign direct investment to the sports sector in the Arab Republic of Egypt.

Research goal:

The research aims to study Marketing Ambidexterity as an approach to attract foreign direct investment to the sports sector in the Arab Republic of Egypt by identifying:

- 1- Exploring opportunities as a gateway to attract foreign direct investment to the sports sector in the Arab Republic of Egypt.
- 2- Exploiting opportunities as an entry point to attract foreign direct

investment to the sports sector in the Arab Republic of Egypt.

- 3- Marketing flexibility (promotion, pricing, product, distribution) as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt.

Search questions:

The research answers the following questions:

- 1- What is exploring opportunities as a gateway to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?
- 2- What is the exploiting of opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?
- 3- What is the marketing flexibility (promotion, pricing, product, distribution) as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?

Terms used in the research:

- Marketing Ambidexterity:

It is the exploitation and exploration of all available marketing opportunities, which focuses on creating and demonstrating value through the marketing function (Josephson et al. 2016).

- Foreign Direct Investment:

UNCTAD defines it, quoting Osama Obaid (2018), as “that investment that leads to a long-term relationship, and reflects a permanent benefit and control of the foreign investor or the parent company in a foreign branch based in a host country other than the one to which they belong.” (Osama Obaid-2018)

Search procedures:

Research Methodology:

In order to achieve the objectives of the research, the two researchers used the descriptive

approach due to its suitability to the nature of the research.

Research Community:

The research community included officials, stakeholders, and those interested in the field of sports investment, including members of the boards of directors of sports federations and clubs, employees of the central administration for investment in the Ministry of Youth and Sports, and investors in sports projects (health clubs - sports academies).

The research sample:

It was randomly selected from the research community, and it included (170) individuals who are officials, concerned and interested in the field of sports investment, including members of the boards of directors of sports federations and clubs, workers in the Central Administration for Sports Investment in the Ministry of Youth and Sports, and investors in sports projects (health clubs - academies). The research sample is divided as follows:

First: the basic research sample:

It was randomly selected from the research community, and it included (135) individuals, officials, stakeholders, and those interested in the field of sports investment, members of the boards of directors of sports federations and clubs, employees of the Central Administration for Sports Investment at the Ministry of Youth and Sports, investors and managers of sports projects (health clubs - sports academies).

Second: the exploratory research sample:

It was randomly selected from the research community and outside the basic sample, and it included (35) individuals, officials, stakeholders and those interested in the field of sports investment, including members of the boards of directors of sports federations and clubs, workers in the central administration for sports investment at the Ministry of Youth and Sports, and investors in sports projects (health clubs - sports academies). Table (1) shows the quantitative description of the two research samples.

Table (1)
Quantitative characterization of the two research samples

Field sample	The central administration for sports investment	Members of the boards of directors of sports federations	Members of the boards of directors of sports clubs	Investors and directors in sports projects (health clubs - sports academies)	Total
The basic research sample	15	28	39	53	135
The exploratory research sample	7	9	9	10	35
Total	22	37	48	63	170

Data collection tools:

The two researchers used the following data collection tools:

First: documents and records:

The two researchers looked at the scientific references, studies and previous research related to the field of foreign direct investment in Egypt.

Second: the questionnaire:

1- Determine the axes of the questionnaire:

Through a personal interview with some experts and a reference survey of references and previous studies, the following questionnaire was designed:

(Marketing Ambidexterity to attract foreign direct investment to the sports sector in the Arab Republic of Egypt).

The questionnaire had three main axes and four dimensions that fell under the third axis, as follows:

The first axis is about exploring opportunities to attract foreign direct investment in the Arab Republic of Egypt's sports sector, and it includes (18) phrases.

The second axis: Using opportunities as an entry point to attract foreign direct investment in the Arab Republic of Egypt's sports sector. It contains (13) phrases.

The third axis is marketing flexibility (promotion, pricing, product, distribution) as an input to attracting foreign direct investment in the Arab Republic of Egypt's sports sector, which includes (31) phrases.

Steps to design the questionnaire:

- Review theoretical frameworks and previous studies related to foreign direct investment and Marketing Ambidexterity in sports and other institutions.
- Review lists and standards of foreign direct investment and Marketing Ambidexterity that have been previously prepared.
- Presenting the proposed axes and dimensions to (5) experts specialized in the field of sports management.
- Suggest phrases for each axis and dimension of the axes and dimensions of the questionnaire in light of the understanding and analysis of each axis and dimension.
- Presenting the questionnaire in its initial form to experts and specialists to express an opinion on the adequacy and suitability of the axes, dimensions and phrases for the purpose of the

research in preparation for the exploratory study.

2- Scientific transactions calculation for the questionnaire:

First: Calculation of the coefficient of honesty:

A- The veracity of the arbitrators (experts):

The two researchers presented the questionnaire (Marketing ambidexterity to attract foreign direct investment to the sports sector in the Arab Republic of Egypt) in its initial form (Annex 2) to a group of (5) experts specialized in the field of sports management (Annex 1) in order to express an opinion on the appropriateness of the questionnaire. For the purpose for which it was set in terms of the axes, dimensions and phrases of the questionnaire, and (Attachment 3) shows the percentages of expert opinions in the axes and phrases of the first questionnaire. The percentage of expert opinions ranged between (---%: 100%), and the two researchers accepted a percentage higher than 75% to accept the statements, and thus each of the phrase No. (14) in the axis of exploring opportunities and phrase No. (4) in the axis of exploiting opportunities, and phrase No. (11) in the promotion dimension of the axis of marketing flexibility, so that the number of questionnaire phrases as a whole became (59) phrases instead of (62) phrases with the amendment in the wording of some phrases to become the questionnaire in its initial form B (Attachment 4).

B- Exploratory study:

The exploratory study was conducted on a sample of (35)

officials, stakeholders, and those interested in the field of sports investment, members of the boards of directors of sports unions and clubs, employees of the Central Administration for Sports Investment in the National Council for Sports, and investors in sports projects (health clubs - sports academies), which were randomly selected from a community And outside the basic research sample, in order to calculate the scientific coefficients of the questionnaire (honesty - reliability), it was applied in the period from 19/10/2021 to 25/10/2021.

C- Internal consistency validity

The two researchers tested the validity of the questionnaire by finding the correlation coefficient between the degree of each statement and the total sum of the axis to which it belongs by applying the questionnaire to (35) members of the officials, stakeholders and those interested in the field of sports investment from members of the boards of directors of sports unions and clubs and employees of the central administration for sports investment at the National Council for Sports and investors Sports projects (health clubs - sports academies). Table (2) shows this.

Table (2)

Correlation coefficients between the score of each statement and the total score of the axis to which it belongs To survey the marketing ambidexterity to attract foreign direct investment for the sports sector in the Arab Republic of Egypt (n=35)

The first axis Exploring opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt		The second axis Exploiting opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt		Third axis Marketing flexibility as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt							
				Promotion as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt		Pricing as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt		The product as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt		Distribution as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt	
Ser.	correlation coefficient	Ser	correlation coefficient	Ser	correlation coefficient	Ser	correlation coefficient	Ser	correlation coefficient	Ser	correlation coefficient
1	*0.632	1	*0.560	1	*0.716	1	*0.764	1	*0.805	1	*.0740
2	*0.514	2	*0.616	2	*.0618	2	*0.818	2	*0.681	2	*0.910
3	*0.700	3	*0.483	3	*0.896	3	*.0584	3	*0.806	3	*.0746
4	*0.552	4	*0.725	4	*0.984	4	*0.622	4	*0.584	4	*0.852
5	*0.911	5	*0.852	5	*0.728	5	*0.951	5	*0.684	5	*0.841
6	*0.698	6	*0.929	6	*0.869	6	*0.720	6	*0.936	6	*0.756
7	*0.720	7	*0.657	7	*0.587	7	*0.652				
8	*0.397	8	*.0874	8	*0.654	8	*0.681				
9	*0.639	9	*0.633	9	*0.522						
10	*0.694	10	*0.511	10	*0.498						
11	*0.511	11	*0.511								
12	*0.468	12	*0.468								
13	*0.542										
14	*0.786										
15	*0.793										
16	*0.602										
17	*0.600										

* Tabular t value at the level of 0.05 = (0.394)

It is clear from Table (2) that the values of the correlation coefficients between the axes and expressions of the marketing ambidexterity questionnaire as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt ranged between (0.397, 0.951), and all of them are statistically significant at the level (0.05), which indicates that the questionnaire has a degree Acceptable honesty.

Thus, the number of expressions of the marketing ambidexterity questionnaire became the same without deletion (59 phrases).

Table (3)

Correlation values between the score of each axis and the total score of the questionnaire (n=35)

Serial	Axes	(t) value
1	Exploring opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt	*0.932
2	Exploiting opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt	*0.841
3	Marketing flexibility as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt	*0.803

* Tabular t value at the level of 0.05 = (0.394)

It is clear from Table (3) the following:

There is a statistically significant correlation between the score of each axis and the total score of the questionnaire. Thus, the validity of the internal consistency of the questionnaire has been calculated and that it is valid for application.

Second: Calculating the stability coefficient:

The two researchers calculated the stability of the marketing ambidexterity questionnaire as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt using the (Cronbach's alpha) coefficient, and the result of calculating the stability coefficients was as follows:

Table (4)

Cronbach's alpha values for calculating the reliability of the marketing ambidexterity questionnaire as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt (n= 35)

Statement	Value
Correlation values between the two parts (odd and even clauses)	*0.900
Gutman coefficient	*0.897
Alpha coefficient for the first part (single phrases)	*0.820
Alpha coefficient part two (even phrases)	*0.711

It is clear from Table (4) that:

The correlation values between the two parts (0.900), the alpha coefficient for the first part (0.820), and the alpha coefficient for the second part (0.711) are satisfactory values, which indicates

that the phrases and axes of the questionnaire are characterized by a high degree of stability.

5- Basic study:

The two researchers applied the questionnaire form under discussion in its final form (Attachment 4) to the basic research sample consisting of (135) members of officials, stakeholders, and those interested in the field of sports investment, including members of the boards of directors of sports federations and clubs, employees of the central administration for sports investment at the National Sports Council, and investors in sports projects (clubs). health - sports academies). In the period (10/26/2021 to 11/13/2021) and after collecting the questionnaire forms, they were filled out with a three-point scale, so that the response (agree) takes (3) scores, the response (to some extent) (2) two scores, and the response (disagree) (1) One score.

The statistical treatments used:

Descriptive statistics- Pearson correlation values - Cronbach's alpha - Frequency and percentages - Estimated score - Relative weight.

Presentation and discussion of results:

The two researchers adopted the relative weight of the research sample responses 75% or more to accept the responses that indicate or give an indication of the availability of marketing ambidexterity to a high degree, and from (60 to less than 75%) an indicator of the availability of marketing ambidexterity to a medium degree, and (less than 60%) an indicator of the availability of marketing dexterity to a small degree.

First: presenting and discussing the results of the first question (what is the reality of exploring opportunities as an entrance to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?)

Table (5)

The frequencies, the estimated score, the relative weight, and the order of the statements for the sample responses on the statements The first axis (exploring opportunities as an entrance to attract foreign direct investment for the sports sector in the Arab Republic of Egypt) n=(135)

Ser	Phrases	Agree		To some extant		Not agree		Estimated score	Relative weight	order
		K	%	K	%	K	%			
As one of those working in the field of sports investment, I believe that it is necessary..										
1	Monitoring the rapid and continuous changes in the current and emerging sports markets and responding to them.	60	44.4	55	40.7	20	14,8	310	76.5	7
2	Adopting various marketing techniques and methods that greatly help in attracting new foreign investors from all countries.	70	51.8	30	22.2	35	25.9	305	75.3	13
3	Developing marketing methods and means that facilitate the process of attracting new foreign investors from all countries.	62	46.6	47	34.8	25	18.5	308	76.0	9

Follow Table (5)

The frequencies, the estimated score, the relative weight, and the order of the statements for the sample responses on the statements The first axis (exploring opportunities as an entrance to attract foreign direct investment for the sports sector in the Arab Republic of Egypt) n=(135)

Ser	Phrases	Agree		To some extant		Not agree		Estimated score	Relative weight	order
		K	%	K	%	K	%			
4	Adopting a mechanism for developing and improving the facilities provided to foreign investors to allow them to stay longer in the competitive sports market.	65	48.1	37	27.4	33	24.4	302	74.5	16
5	Follow specific and developed mechanisms and plans that contribute to increasing the demand for investing in its sports facilities.	73	54.0	22	16.3	40	29.6	303	74.8	15
6	Surveying the sports investment environment in other foreign countries to identify new investment opportunities.	62	45.9	51	37.7	22	16.2	310	76.5	7
7	Reviewing the services and products provided to sports investors to ensure that they are commensurate with their future needs and desires.	61	45.1	51	37.7	23	17.0	308	76.0	9
8	Constantly seeking to find new foreign investors and markets that meet the current and future needs of the sports consumer.	71	52.5	34	25.1	30	22.2	311	76.7	6
9	Adopting new and innovative ideas in dealing with marketing problems to suit the future.	70	51.8	40	29.6	25	18.5	315	77.7	3
10	Ensuring the sustainable development of workers' capabilities and marketing skills to provide new innovations that meet the needs of current and future foreign investors.	72	53.3	35	25.9	28	20.7	314	77.5	4
11	Attracting foreign investors' attention to Egypt as a fertile field for sports investment by holding programs on foreign sports investment through its website.	63	46.6	40	29.6	32	23.7	301	74.3	17

Follow Table (5)

The frequencies, the estimated score, the relative weight, and the order of the statements for the sample responses on the statements The first axis (exploring opportunities as an entrance to attract foreign direct investment for the sports sector in the Arab Republic of Egypt) n=(135)

Ser	Phrases	Agree		To some extant		Not agree		Estimated score	Relative weight	order
		K	%	K	%	K	%			
12	Knowing the promising opportunities for sports investments available in Egypt.	63	48,1	40	29.6	30	22.2	305	75.3	13
13	Participation in international investment exhibitions to display the preferred programs on the investment opportunities offered by Egypt in the sports investment sector.	67	49.6	37	27.4	31	22.9	306	75.5	11
14	Developing the electronic infrastructure that displays the advantages of foreign investment.	70	51.8	3	28.8	26	19.2	314	77.5	4
15	Developing human resources that contribute to providing various services that suit foreign investors.	65	48.1	41	30.3	29	21.4	306	75.5	11
16	Drafting laws and regulations that protect foreign investors in the sports field.	75	55.5	32	23.7	28	20.7	317	78.3	2
17	Participate in broadcasting programs and meetings with officials and specialists in the field of sports investment to clarify the size of the facilities, incentives and exemptions offered by the Egyptian government to attract foreign investment in the sports field.	72	53.3	30	22.2	33	24.4	319	78.7	1
Total								5254	72.2	1

It is clear from Table (5) that:

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The relative weight of the sample's responses to the axis of exploring opportunities as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt ranged between (75.3%, 78.7%).

The relative weight of the research sample responses on the axis as a whole was (72.2%), which indicates the availability of **exploring opportunities as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt, to a moderate degree within the marketing ambidexterity.**

The researchers attribute this to the sample's realization of the importance of exploring opportunities as an entry point to attract foreign direct investment, by providing the requirements and privileges that guarantee the rights of the foreign investor, such as supporting regulations, laws, and legislation that protect his rights, money, control over his capital, ease of recovery, non-prejudice to the ownership of his projects, preservation of his capital, and the government's keenness. The Egyptian authorities provide exemptions, facilitate the issuance of official papers, protect their projects from nationalization or seizure by a judicial order, grant them the right to transfer profits abroad, grant them the right to reside throughout the implementation period of the project, and equality between the foreign and Egyptian investors, which guarantees the rights of the foreign investor and guarantees his survival and continuity in his projects and achieving the desired benefit from his investments.

In addition, the foreign investor needs to know the necessary information to start his projects in the country in which he wants to invest, as the quality of the electronic infrastructure is an easy, smooth and fast way in light of the digital transformation and technological progress that the country is going through, so it is possible through websites and social media to offer services Information, privileges, data, information and publications about the country in which to invest, existing projects, their success rate, available resources, problems facing the country and other information that the foreign investor needs to establish his project.

- These results are consistent with the results of the study (Faisal Alwan Al-Taie 2021) in encouraging and supporting hospitals, their medical and nursing staff, in presenting innovative ideas for providing new services, motivating them towards presenting innovative and creative ideas, and promoting exploring opportunities using advanced technological methods and supporting infrastructure.
- It also agrees with the results of the study (Mohamed Sultan Saeed Freihat (2019) that the company has the ability to exploit opportunities by devoting a lot of time to implementing new ideas, making optimal use of opportunities and searching for new opportunities to achieve harmony and adaptation to the marketing reality.
- It also agrees with the results of the Preda study (Buraida 2014) in those ingenious institutions depend on innovative ideas, as the higher levels of

exploration maintain the competitive advantage of the institution.

- **Second: presenting and discussing the results of the second question (What is the reality of**

exploiting opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?).

Table (6)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the second axis (Exploiting opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?) n= (135)

Ser	Phrases	Agree		To some extant		Not agree		Estimated score	Relative weight	order
		K	%	K	%	K	%			
As one of those working in the field of sports investment, I believe that it is necessary..										
1	Work to improve the activities and services provided to foreign investors to create value for the institution and current investors.	70	51.8	34	25.1	31	22.9	309	76.2	7
2	Interest in monitoring the reactions of foreign investors to attract them to invest in the development of sports services.	63	46.6	40	29.6	32	23.7	301	74.3	10
3	Providing new and innovative activities and services to foreign investors to build the value of its brand in the market.	67	49.6	31	22.9	37	27.4	290	71.6	11
4	A lot of effort has been made to invest in the current opportunities in the sports field by foreign sports investors.	71	52.5	26	19.2	38	20.7	302	74.2	9
5	Having a strategic plan aimed at exploiting all available investment opportunities in the external environment.	73	45.0	36	26.6	26	20.0	317	76.2	4
6	Work to increase the volume of demand for its current products in the field of sports investment in the current markets.	77	57.0	29	21.4	29	21.4	208	76.0	8
7	Providing post-investment service by providing feedback, data and sufficient information for the investor to reach the best solution to the problems facing his project and achieve the highest possible return.	76	56.2	28	20.7	31	22.9	315	77.7	5
8	Granting facilities and incentives to the foreign investor who contributes to creating new opportunities for training and employment for the national manpower.	75	55.5	27	20.0	33	24.4	312	77.0	6

Follow Table (6)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the second axis (Exploiting opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt?) n= (135)

Ser	Phrases	Agree		To some extant		Not agree		Estimated score	Relative weight	order
		K	%	K	%	K	%			
9	Providing economic bulletins showing data and information on the returns of investment activities in the sports sector, the number of projects and the nationality of foreign investors in Egypt.	78	57.7	28	17.7	29	21,4	319	78.7	2
10	Contribute to the dissemination of programs that present the role of the state and its efforts to protect foreign investors on its territory and take care of their interests.	74	54,8	33	24.4	28	20,7	316	68.0	12
11	Sending human cadres for training abroad on the latest systems and methods that can be followed to meet the needs of foreign investors.	80	59,2	27	20.0	28	20.7	322	79.5	1
12	Recruitment of foreign experts from various disciplines to transfer their expertise to workers in the field of sports investment.	78	57.7	29	21.4	27	20.0	319	78.6	3
TOTAL								3730	75.8	2

It is clear from Table (6) that:

The relative weight of the sample's responses to the axis of exploiting opportunities as an input to attract foreign direct investment to the sports sector in the Arab Republic of Egypt ranged between (68.0%, 78.6%). The relative weight of phrases (2, 4, 10) was more than 75%, and this means that these phrases included in the axis have the potential to **exploit opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt** to a high degree. The rest of the phrases in the axis got a

relative weight between 60% and less than 75%. This means that these phrases that are included in the axis have **opportunities to be exploited** to a moderate degree, and there are no phrases with a relative weight of less than 60%.

The relative weight of the research sample responses on the axis as a whole was (75.8%), which indicates the availability of **exploiting opportunities as an input to attract foreign direct investment to the sports sector in the Arab Republic of**

Egypt with a high degree of **marketing ambidexterity**.

And it will be more effective in attracting them to invest their money in sports projects in the Arab Republic of Egypt. This is done in cooperation with the competent bodies to participate in training abroad for the weight of workers in the field of investment. Economic bulletins are also prepared that are displayed through websites and during sports courses and tournaments that explain all the privileges offered to the foreign investor. Direct and the type of sports projects that can be participated in.

The investment authorities seek the help of foreign experts in the field of foreign direct investment in the Egyptian sports sector to gain new experiences that can be applied, and on the other hand, to market sports projects available to foreign investors through these experts.

- These results are consistent with the results of the Kovacs 2019 study, which stresses the importance of economic openness and relations between countries, which have a role

in exchanging experiences between people.

- It also agrees with the results of the Omandialef study (Omandeleef 2019) in that foreign direct investment stimulates economic growth.

- It also agrees with the results of the study (Owusu-Natwi, v, Erickson, Owusu-Nantwi, and Erickson 2019) and the results of the study (Tsaourarik Tsurai 2019) in the existence of a relationship between foreign direct investment and economic growth.

- It also agrees with the results of the study of Martins et al (Martin 2019) in that companies use marketing strategies by exploiting opportunities.

- These results differ with the results of the “Durman Suleiman Sadiq 2021” study, in that the banks under study do not have a strategic plan aimed at exploiting the opportunities available in the external environment.

Third: Presentation and discussion of the results of the third question (**What is the reality of marketing flexibility as an entry point to attract foreign direct investment to the sports sector?**)

Table (7)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the third axis. Marketing flexibility as an input to attract foreign direct investment to the sports sector. In the Arab Republic of Egypt (promotion - pricing - service - distribution). n=(135)

Dimension	Ser.	phrases	Agree		To some extant		Not agree		Est.score	Relative weight	order
			K	%	K	%	K	%			
Promotion as an entry point to attract foreign direct investment to the sports sector	1	Highlighting the elements and places of sports investment for a specific period of time.	77	57.0	33	24.4	25	18.5	322	79.5	5
	2	Providing foreign investors with all data and information about all sports activities that can be invested in, and then achieve a great return for each of the parties.	80	59.2	28	20.7	27	20.0	323	79.7	4

Follow Table (7)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the third axis. Marketing flexibility as an input to attract foreign direct investment to the sports sector. In the Arab Republic of Egypt (promotion - pricing - service - distribution). n=(135)

Dimension	Ser.	phrases	Agree		To some extent		Not agree		Est.score	Relative weight	order
			K	%	K	%	K	%			
	3	It is keen to spread the culture of foreign investment in the sports field	82	6.8	30	22.2	23	17.0	329	81.2	1
	4	Using all the various means and methods of promotion to provide details of the methods, facilities and offers of foreign investment in the sports field.	79	85.5	34	25.1	22	16,2	327	80.7	2
	5	Follow the system of various promotional campaigns in the sports field to attract new foreign investors.	73	61.4	25	18.5	27	20.0	326	80.0	3
	6	Communicate with foreign investors permanently on all occasions.	75	55.5	20	14.8	30	22.2	295	72.8	10
	7	Using audio, written and visual advertisements to attract all categories of foreign investors in the sports field.	81	60.0	25	18.5	29	21.4	366	79.5	5
	8	Providing the necessary opportunities to purchase land and building permits for foreign investors	80	59.2	24	17.7	31	22.9	319	78.7	8
	9	Providing facilities from banks in the case of borrowing, if necessary.	78	57.7	24	17,7	33	24.4	315	77.7	9
	10	Providing different ways to pay taxes and purchase the necessary equipment and devices.	76	56.2	33	24.4	26	19.2	320	79.0	7
Total of first dimension									3198	78.9	2
Pricing as an input to attract foreign direct investment to the sports sector	1	Setting prices that are relatively stable compared to other fields, which attracts foreign investors to the sports field.	77	57.0	25	18.5	33	24.4	314	77.5	5
	2	Conducting an analytical study of the cost of sports investment projects in competing countries.	75	55.5	25	18.5	35	25.9	310	76.5	7

Follow Table (7)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the third axis. Marketing flexibility as an input to attract foreign direct investment to the sports sector. In the Arab Republic of Egypt (promotion - pricing - service - distribution). n=(135)

Dimension	Ser.	phrases	Agree		To some extant		Not agree		Est.score	Relative weight	order
			K	%	K	%	K	%			
	3	Determining appropriate prices with the size of projects submitted by foreign investors.	79	58.5	28	20.0	29	21.4	320	79.0	3
	4	Monitor changes and developments in the prices of investment projects in the sports field in competing countries.	81	60.0	34	17.7	30	22.2	321	79.2	2
	5	Develop a pricing strategy in order to achieve satisfactory profits.	73	54.0	25	18.5	37	27.4	300	74.4	8
	6	Providing additional services and facilities when completing the investment process with foreign investors ⁷⁶	76	56.2	32	23.7	27	20.2	319	78.7	4
	7	Diversity in the costs of sports investment projects to suit all investors.	82	53.3	32	23.7	31	22.9	311	76..7	6
	8	Presenting special offers to foreign investors in the sports seasons.	80	59.2	27	20.0	28	20.7	322	79.5	
Total of the second dimension									2517	77.6	3

Follow Table (7)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the third axis. Marketing flexibility as an input to attract foreign direct investment to the sports sector. In the Arab Republic of Egypt (promotion - pricing - service - distribution). n=(135)

Dimension	Ser.	Phrases	Agree		To some extent		Not agree		Estim. Score	Relativ.weight	order
			K	%	K	%	K	%			
Service as an entry point to attract foreign direct investment to the sports sector	1	It is constantly planning to develop its products and services that it provides to foreign investors in the sports field.	81	60,0	29	21.4	25	18.5	326	80,4	3
	2	It offers its services and products through a survey of foreign investors.	83	61.4	24	17.7	28	20.7	325	80.2	4
	3	It provides a variety of activities, services and products commensurate with the needs and desires of foreign investors.	85	62.9	22	16.2	28	20.7	327	80.7	2
	4	It takes care of its brand and makes it distinct and known among all foreign investors.	84	62.2	28	20.7	23	17.0	331	81.7	1
	5	Provides high quality services to satisfy all foreign investors in the sports field.	80	59.2	25	18.5	30	22.2	320	79.0	5
	6	Interested in developing and improving its services and products by providing new and diverse ideas.	77	57,0	27	20.0	31	22.9	316	78.0	6
Total of dimension 3									1945	80	
Distribution as an input to attract foreign direct investment to the sports sector	1	It attracts foreign investors to invest in the sports field by spreading its services through various display sites.	74	54.8	34	97.1	27	20.2	317	78.2	1
	2	It exploits its geographical location and area in the distribution process in foreign investing countries.	75	55.5	27	20.2	33	24.4	312	77.0	4
	3	It distributes all facilities and services provided in international conferences on investment in the sports field.	82	60.7	19	14.0	24	25.1	318	78.0	2

Follow Table (7)

The frequencies, the estimated degree, the relative weight, and the order of the phrases for the sample's responses to the phrases of the third axis. Marketing flexibility as an input to attract foreign direct investment to the sports sector. In the Arab Republic of Egypt (promotion - pricing - service - distribution). n=(135)

Dimension	Ser.	Phrases	Agree		To some extent		Not agree		Estim. Score	Relativ.weight	order
			K	%	K	%	K	%			
	4	It has more than one method in the process of distributing services and activities provided by meetings, personal interviews, and holding protocols.	72	52.3	31	22.9	32	23.7	310	76.5	6
	5	Taking into account the distribution of foreign investors in various sports fields.	74	54.8	32	23.7	29	21.4	315	77.7	3
	6	It adapts to the surrounding environmental conditions in the process of distributing sports services among investors.	76	56.2	27	20.7	30	22.2	312	77.0	4
Total of dimension 4									1884	77.4	
Total of axis											

It is clear from Table (7) that:

The relative weight of the sample's responses to the promotion dimension ranged between (72.8% and 81.2%), and the relative weight of the dimension as a whole was (78.9%).

This indicates a high promotion availability.

It is also clear that the relative weight of the research sample's responses to the pricing dimension ranged between (74.0% and 79.5%), and the relative weight of the dimension as a whole was (77.6%).

This indicates availability of pricing at a high level

It is also clear that the relative weight of the research sample responses to the product dimension

ranged between (78.0% and 81.7%), and the relative weight of the dimension as a whole was (80.0%).

This indicates a high level of service availability.

It is also clear that the relative weight of the research sample's responses to the distribution dimension ranged between (76.5% and 78.5%), and the relative weight of the dimension as a whole was (77.4%).

This indicates a high availability of distribution

There are no statements of relative weight (60% to less than 75%), just as there are no statements of relative weight (less than 60%) for the marketing flexibility axis.

The arrangement of the dimensions of the marketing flexibility axis is as follows:

It ranked first after (service as an entry point for attracting foreign direct investment to the sports sector):

The researchers attribute this to the importance of the service, as it represents the most important elements of marketing flexibility, as it is through which the needs and desires of current and future foreign investors are identified. Future projects that attract foreign investors, such as Olympic villages, sports projects for all, stadiums, sports academies, and other projects, and keenness to provide the necessary services and infrastructure for the establishment of investors for their projects, because the infrastructure needs to be established with exorbitant costs, effort and a long time, so providing it encourages the foreign investor to invest in this country over others from competing countries.

The two researchers also attribute this to the fact that the brand is the main pillar for spreading the culture among foreign investors all over the world, as the brand achieves high quality continuously and is in the minds of foreign investors periodically, and this is done through advertising and advertising for the brand continuously and always provides distinguished services for other brands.

- These results agree with the results of the study (Abdel-Sadiq Hijab et al. 2022), which recommends that Egyptian commercial banks work to raise the quality of their services to

face changes in the market and to increase and develop their services to suit all customers.

- It also agrees with the results of the study (Rita Muhammad Uqla 2022) in that the company focuses on providing quality services that suit the tastes of the consumer and is keen to keep abreast of everything new in the world of communications to present it to the consumer and is distinguished by providing new and diverse services and products to the consumer.

- It also agrees with the results of the study (Abdul Hadi Youssef Al-Qallab 2022) that the services provided by the organization to the beneficiaries are of high quality and that the services provided by the organization are flexible to adapt to the differences and differences in the needs of the beneficiaries and is keen to develop its services to keep pace with everything that is new.

And it ranked second after (promotion as an entry point to attract foreign direct investment to the sports sector).

The two researchers attribute this to the fact that promotion is one of the important elements of marketing activities, as it is through which foreign investors are disseminated and introduced to the services, facilities, projects and privileges provided by the country over other competing countries, and provide information about the efficiency of sports infrastructure and new sports projects. The country, but the foreign investor will not know it except through a successful promotional policy, and the country must also be made aware of

the importance of foreign direct investment, by spreading the culture of foreign direct investment through advertising and using different promotional methods for the privileges accruing to the country from foreign direct investment and work Cooperation protocols with foreign investor countries to exchange different experiences in the sports field and highlight the advantages, privileges and economic returns that benefit from this.

The researchers also attribute this to the importance of benefiting from promotion policies in attracting and attracting new foreign investors through promotional campaigns about the privileges and facilities offered by the country over other competing countries, such as providing opportunities to buy land, facilitating building permits, providing facilities from banks in the case of borrowing, and providing various methods. To pay taxes and purchase the necessary tools, equipment, devices, and other facilities, through websites, magazines, and official newspapers in foreign countries, airports, tourism companies, and major hotels, and by communicating with investors via e-mail or communicating directly with investment companies.

- These results are consistent with the results of the study (Sherine Zuhair Al-Sabbagh 2018) in that the bank uses all the various means and methods of promotion and promotional campaigns to provide detailed information about the services it provides.
- It also agrees with the results of the Raewf-Thabit, Jasim study (Raewf,

Jasim 2021), which recommended the need to increase advertising campaigns due to their impact on consumer behavior.

- It also differs with the results of the study (Sunari Witten 2016) in that promotion does not significantly affect the purchase decision in all categories.

And it ranked third after (pricing as an input to attract foreign direct investment to the sports sector).

The researchers attribute this to the importance of adopting appropriate pricing policies that benefit the country and attract foreign investors to invest in it. Therefore, attention must be given to presenting offers in celebrations, sporting events and sports tournaments to attract a large number of beneficiaries, which benefits the foreign investor and seeks to attract more than one investor at the same time, which leads to This leads to a high return on investment, which increases the number and size of sports projects. During the organization of sports tournaments and competitions, there are a large number of investors, which facilitates the conclusion of partnerships and agreements between them and pushes them to organize tournaments and benefit from them.

The researchers also attribute this to the importance of knowing the price plans of competitors in projects in competing countries electronically through social networking sites and cooperation protocols and benefiting from that knowledge in providing and setting prices and services that are distinct and different from competing countries, which attracts foreign investors to invest in this country from

other countries. Also, when setting pricing policies, profit should be taken into account from the return of foreign direct investment, when providing and setting the services and prices provided and presenting them to the foreign investor. Conclusion of agreements, contracts and agreed documents so that profits are paid and distributed on an annual or semi-annual basis, which benefits both parties.

The researchers also attribute this to the importance of classifying projects according to their size and type and setting prices that are appropriate to them in order to suit all categories of foreign investors and providing opportunities for all foreign investors of various degrees to contribute or invest in these projects, which increases the return on foreign investment and provides the opportunity for investment for all investors from all countries of the world.

- These results agree with the results of the study (Abdel-Sadiq Tawfiq et al. 2022), which recommends that it is necessary for Egyptian commercial banks to put more offers on the prices of their services, in addition to that the prices of services are distinctive to increase customer loyalty and attract new customers.
- It also agrees with the results of the study (Muhammad Khaled Saleh Abu Hamdeh 2020) in that the company takes into account the prices of its services, compares its prices with the prices of competitors' services, and offers appropriate prices.

- It also agrees with the results of the study (Ghaida Ibrahim Salman 2020) that the pricing strategy has a role in attracting foreign investment.

And it ranked fourth after (distribution as an input to attract foreign direct investment to the sports sector).

The two researchers attribute this because distribution is the last stage after identifying the services needed by investors, pricing policies, and the facilities provided and promoting them. Then comes the need to identify and choose the appropriate distribution channels through which state services are published to attract foreign investors. Therefore, it is necessary to develop plans to reach the largest possible number of foreign investors through Expanding the base of publishing sports services provided to projects in the sports field in order to attract the largest number of foreign investors.

It is also necessary to achieve integration and balance between the various sports projects, whether sports equipment, sports equipment, sports clothes, tourist sports villages, Olympic villages, open and closed stadiums, swimming pools, international sports academies, sale and purchase of players, health clubs and other projects in a way that achieves coverage of all types of different sports projects. Benefit to the Arab Republic of Egypt because it has a diversity in all sports projects, which meets all the needs of local and foreign beneficiaries and achieves the highest profit return.

The two researchers attribute this also to the fact that Egypt has a distinguished geographical location and mediates all countries of the world, so you can use the site to communicate with all countries without an intermediary, which facilitates the process of transferring the culture of investment, spreading the services provided, and facilitating the access of foreign investors to Egypt directly.

- These results are consistent with the results of the study (Amina Khleifi & Samir Bin Suhtoun 2021) in that the agency provides its services through the website and the media, and that its strategic location attracts customers.
- It also agrees with the results of the study (Israa Badri Al-Tawalbeh 2022) in that services are offered via the Internet.
- It also agrees with the results of the study (Dina Hefny 2019) regarding the importance of creating a website specialized in sports investment that includes accurate detailed information about the size of sports investments, their annual growth rates, the volume of incoming flows, and the quality of services and facilities provided to foreign investors, which attracts foreign direct investment.
- These results differ with the results of the study (Sonardi Witten 2016) in that the company does not exploit its geographical location in the distribution process.

In all four dimensions (promotion - pricing - service - distribution) it is clear that...

The relative weight of the marketing flexibility axis as a whole (78.4%)

This indicates the availability of marketing flexibility to a high degree.

The two researchers attribute this because marketing flexibility as one of the dimensions of marketing prowess is one of the important factors that attract foreign direct investment, as it can monitor changes and developments that occur in the country to invest in, and it also reflects the country's ability to provide distinctive and high-quality services and can also be used through it. Promoting the facilities and privileges that the country enjoys, which attract foreign investors, presenting pricing policies and profits that a foreign investor can achieve when investing in this country, and how to distribute all services provided in modern and different ways.

- These results are consistent with the results of the study (Faisal Alwan Al-Taie 2021) in that the research sample hospitals are keen to use marketing flexibility to keep pace with changes in the work environment in order to maintain their competitive position.
- It also agrees with the results of the study (Durman Suleiman Sadiq 2021) in the need for the banks under discussion to pay attention to marketing flexibility by providing various services.

It is clear from Tables (6, 7, 8) that the relative weight of each axis is as follows.

- The relative weight of the axis of exploring opportunities (72.2%), and it came in the third and last place.

- The relative weight of the axis of exploiting opportunities (75.8%) and came in the second place.

- The relative weight of the marketing flexibility axis (71.7%), and came in the first place.

With the total relative weight of the axes, the total relative weight of the questionnaire as a whole becomes (74.4%). This indicates the availability of marketing ingenuity in a medium degree.

The researchers attribute this to the need to pay attention to marketing ingenuity as one of the marketing methods and strategies that attract foreign direct investment in the sports field in the Arab Republic of Egypt, because through it they can discover the distinctive marketing opportunities for sports investments available in the country and how to attract foreign investors through the services provided and make a lot of effort to invest in the current opportunities in the field. sports by foreign investors and adopting marketing flexibility in providing facilities and appropriate pricing policies for foreign investors and providing distinctive services, publishing, distributing and promoting them in different ways.

- These results are consistent with the results of the study (Kawthar Hamid Al-Moussawi 2018) in the interest of the sponsor company in the variable of marketing ambidexterity.

- It also differs with the results of the study of Rudeina Muhammad Mahmoud Al-Atti (2021) in obtaining a high degree of strategic dexterity in its dimensions.

Conclusions:

In light of the aim of the research, its questions, statistical treatments, and the results of the research, the two researchers reached the following conclusions:

Exploring opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt is available in a medium degree within the marketing ambidexterity at a rate of (72.2%), as follows:

1. Participate in broadcasting programs and meetings with officials and specialists in the field of sports investment to clarify the size of the facilities, incentives and exemptions offered by the Egyptian government to attract foreign investment in the sports field.
2. Drafting laws and legislations that protect foreign investors in the sports field.

Exploiting opportunities as an entry point to attract foreign direct investment to the sports sector in the Arab Republic of Egypt with a high degree of marketing ingenuity at a rate of (75.8%), as follows:

1. Sending human cadres for training abroad on the latest systems and methods that can be followed to meet the needs of foreign investors.
2. Providing economic bulletins showing data and information on the returns of investment activities in the sports sector, the number of projects and the nationality of foreign investors in Egypt.

Promotion as an input to attract foreign direct investment for the sports sector is available to a high degree and

the relative weight of the dimension as a whole is (78.9%) and is represented in:

- 1- Spreading the culture of foreign investment in the sports field.
- 2- Using all the various means and methods of promotion to provide details of the methods, facilities and offers of foreign investment in the sports field.

Pricing as an input to attract foreign direct investment to the sports sector and the relative weight of the dimension as a whole (77.6%), which is represented in:

- 1- Monitor changes and developments in the prices of investment projects in the sports field in competing countries.
- 2- Determining appropriate prices with the size of projects submitted by foreign investors.

The service as an entrance to attract foreign direct investment to the sports sector and the relative weight of the dimension as a whole (80%), which is represented in:

- 1- Paying attention to its brand and making it distinct and well-known among all foreign investors.
- 2- It provides a variety of activities, services and products commensurate with the needs and desires of foreign investors.

Distribution as an input to attract foreign direct investment to the sports sector

Distribution as an input to attract foreign direct investment to the sports sector and the relative weight of the dimension as a whole (80%), which is represented in:

1- Attracting foreign investors to invest in the sports field by spreading its services through various display sites.

2- Distribution of all facilities and services provided in international conferences on investment in the sports field.

Recommendations:

In light of the results and conclusions that have been reached, the two researchers recommended the necessity of ...

1- Attracting the attention of foreign investors to Egypt as a fertile field for sports investment by holding programs on foreign sports investment through its website.

2- Contribute to the dissemination of programs that present the role of the state and its efforts to protect foreign investors on its territory and take care of their interests.

3- Communicate with foreign investors permanently on all occasions.

4- Develop a pricing strategy in order to achieve satisfactory profits.

5- Interest in developing and improving its services and products by providing new and diverse ideas.

6- Having more than one method in the process of distributing services and activities provided by meetings, personal interviews and holding protocols.

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