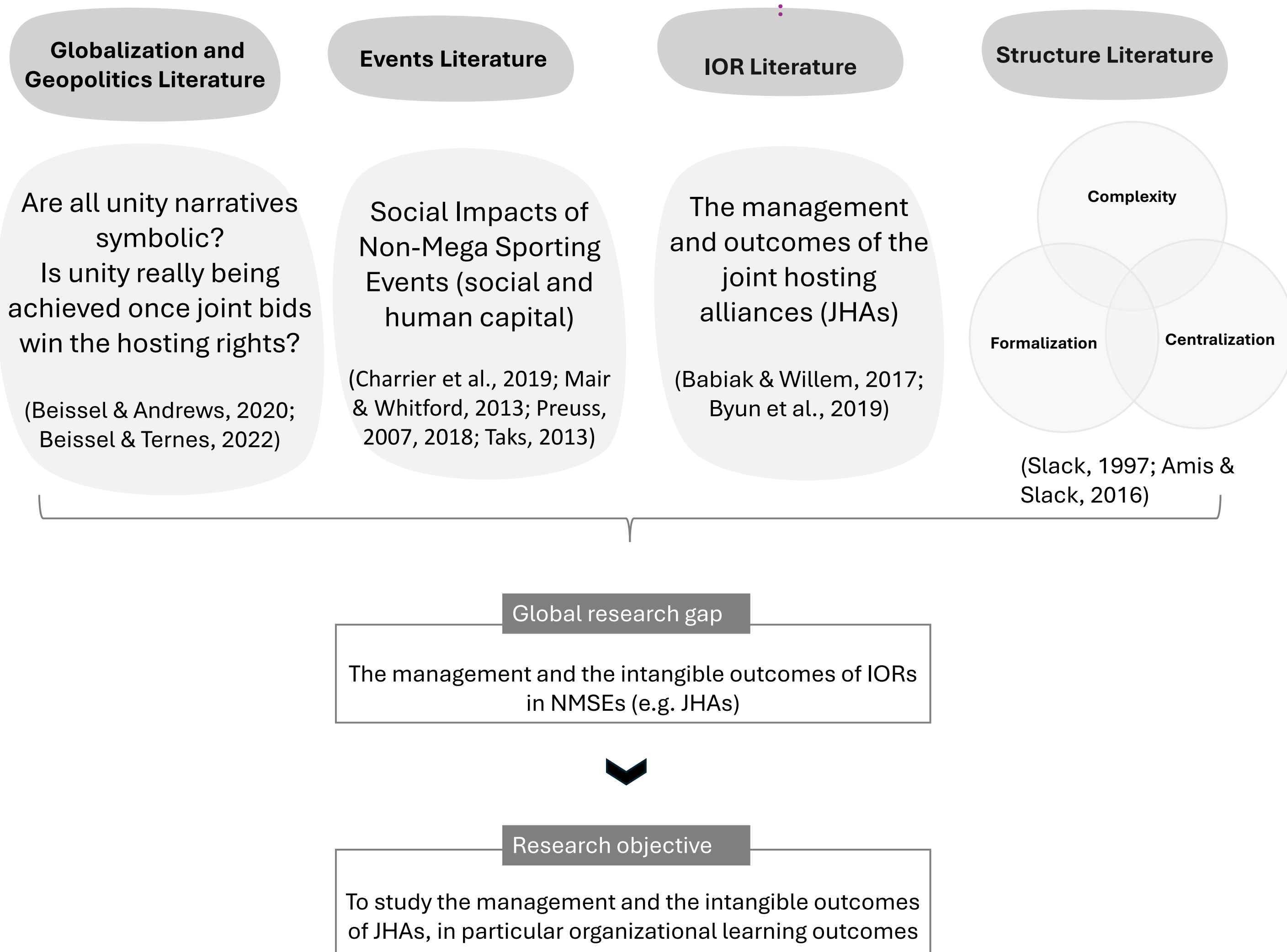


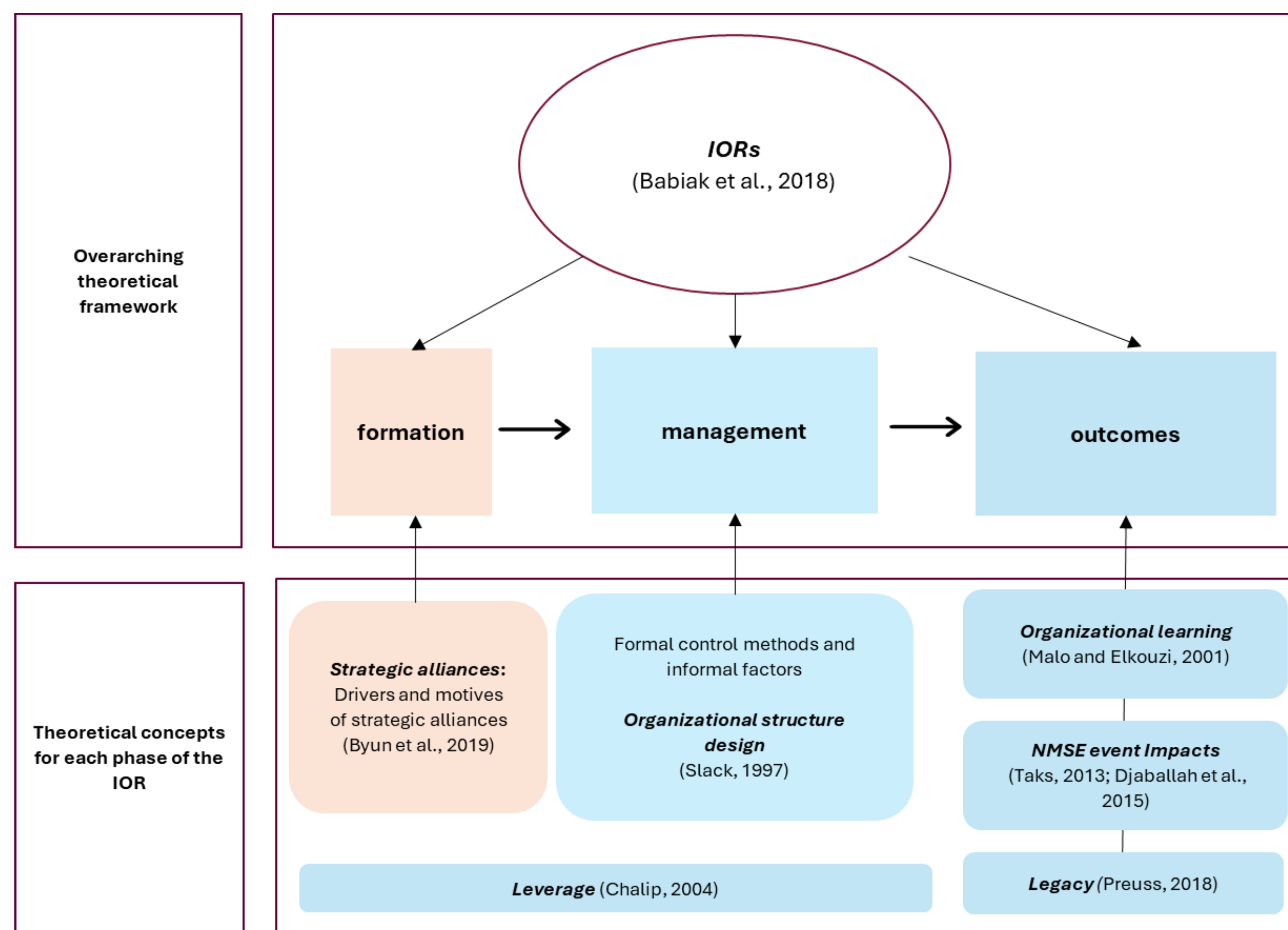
The study of co-hosted FIBA Women's Eurobasket 2021 alliance: the effect of event delivery model on the organizational learning outcomes

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Literature Review



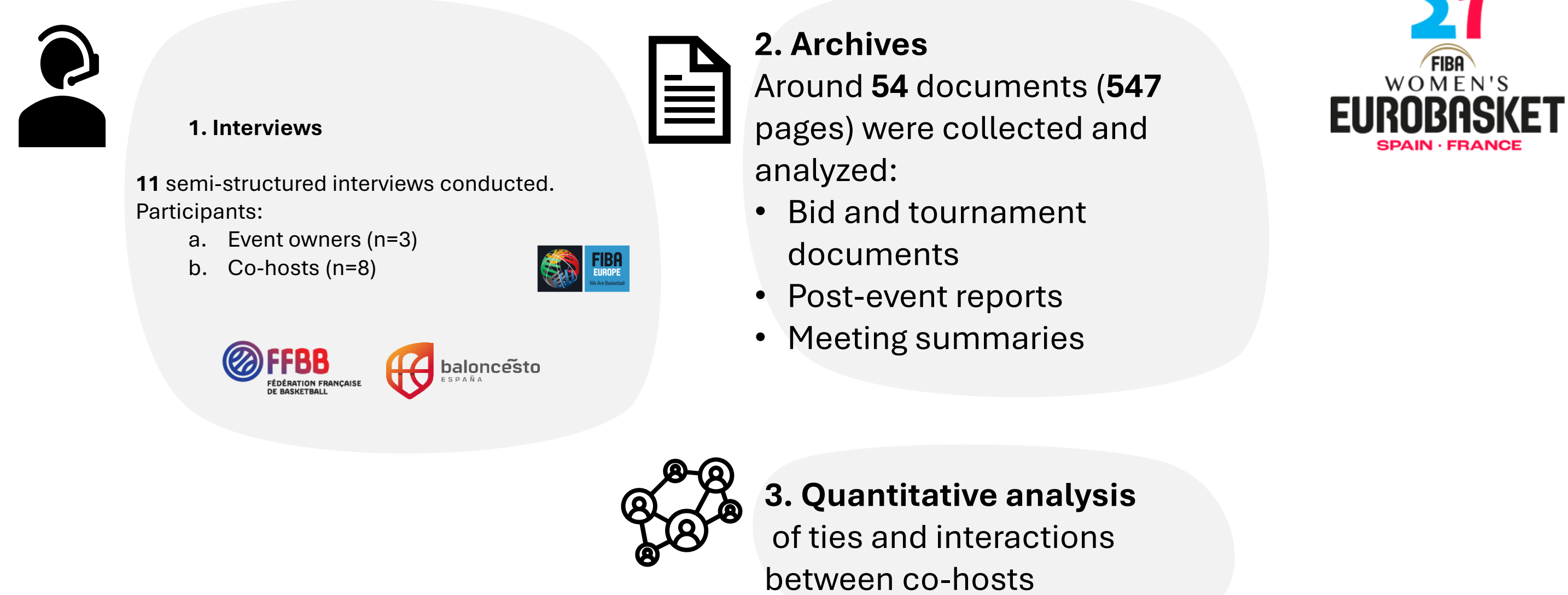
Theoretical framework



Research questions

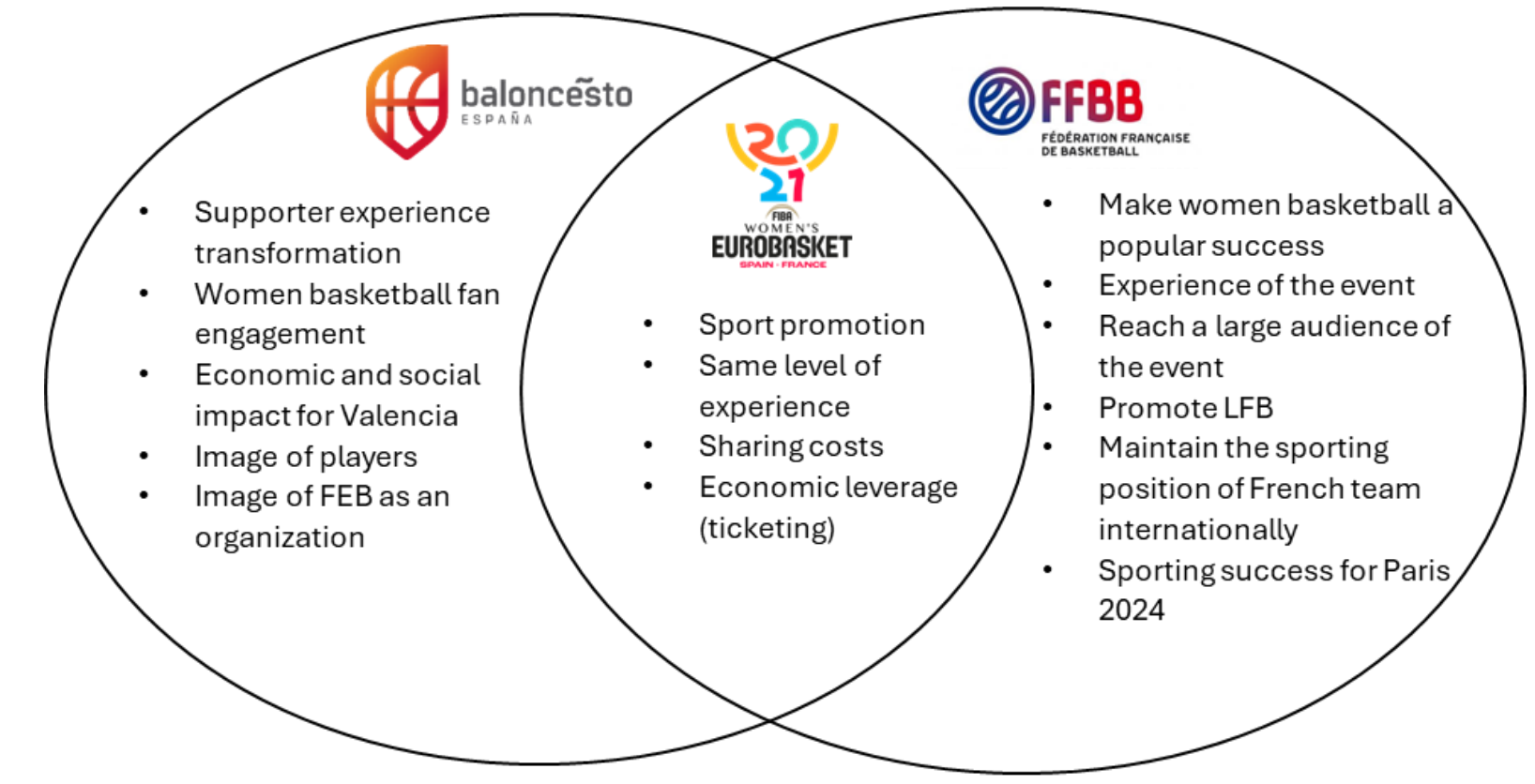
- formation**
RQ1: What are the drivers and motives of FIBA EBW 2021 alliance formation?
- management**
RQ2: How did formalization affect the collaboration between alliance members?
- Outcomes: Organizational learning**
RQ3: How did formalization affect organizational learning between alliance members?

Methodology

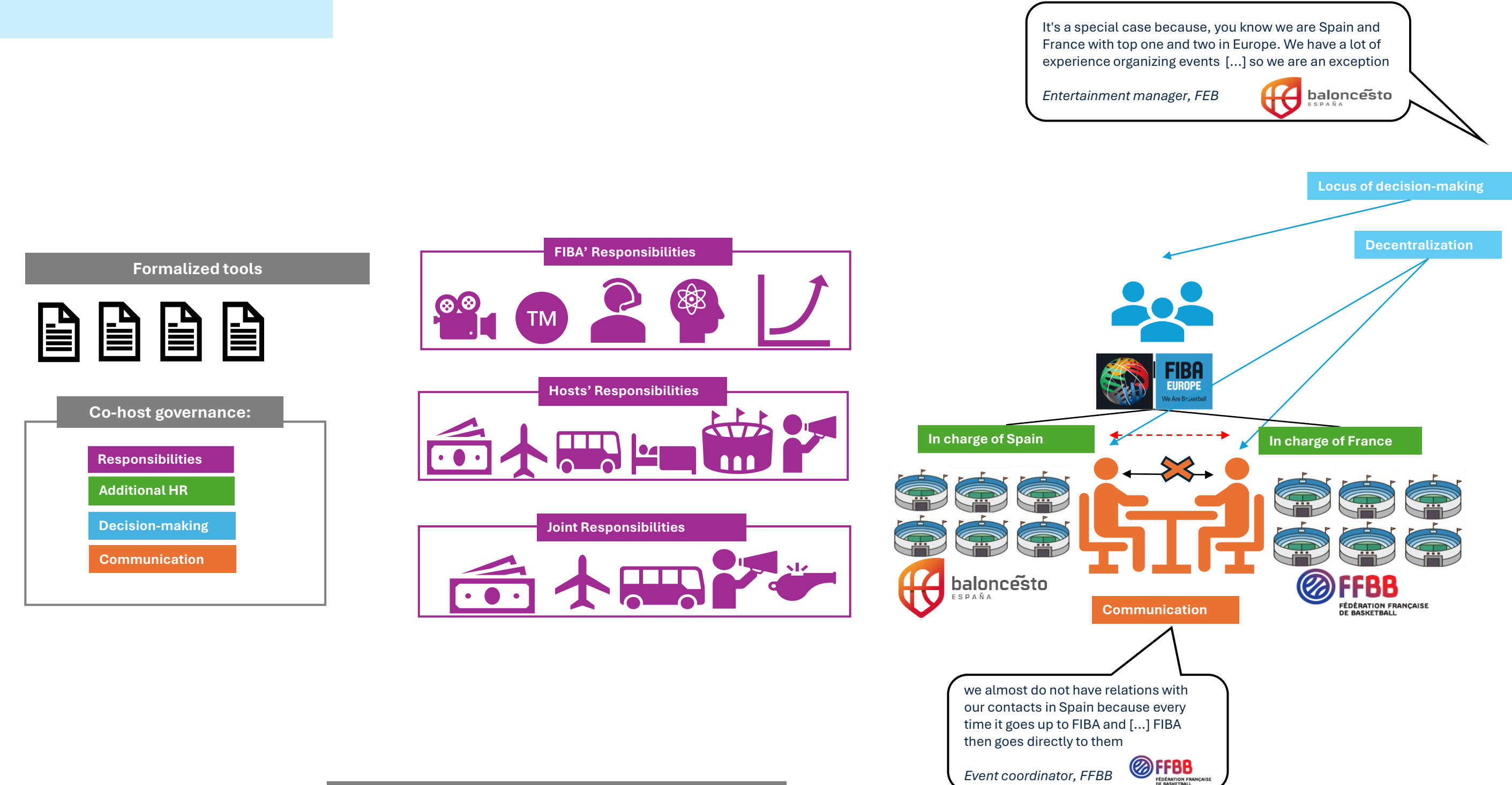


Results

formation **RQ1:** What are the drivers and motives of FIBA EBW 2021 alliance formation?



management **RQ2:** How did formalization affect the collaboration between alliance members?



Outcomes: Organizational learning **RQ3:** How did formalization affect organizational learning between alliance members?

Table 17. Organizational learning outcomes of FIBA EBW 2021

Codes	Intraorganizational	Interorganizational	Extraorganizational
Event			
FIBA Women Eurobasket 2021	N/A	Common activity: friendly matches to prepare for the tournament (Spain)	Increasing visibility of women basketball

Source: author's own elaboration

Conclusion

- The intensity of collaboration is low in the given alliance. It is not really a collaborative project.
- Responsibility in legacy formalization does not lie with event owners, but host governments.
- Event owners should be conscious of the impact of the event structure on co-host collaboration

Managerial implications

- Event organizers - NFs**
 - The co-host match-up that is conducive to learning
 - Strategically plan their joint bid before the bidding stage
 - Bidding and post-event stage for event impact-related issues
 - More strategic planning for inter- and extraorganizational learning outcomes (goal alignment, joint objectives)
- Event owners - IFs**
 - Event bid package offer on alliance partner dynamics
 - Single bid event package offer on alliance goal alignment
 - Co-host manager's role on co-host collaboration (+/-)
 - The importance of the formalization of legacy

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Implications for the Olympics



As more and more International Federation of Basketball's (FIBA) sporting events and other single sport events are co-hosted (e.g. FIBA World Cup in 2023 by Japan, Indonesia, and the Philippines or most of the latest FIBA Eurobasket events) and the Olympics Games are allowed to go beyond one host city concept as per **Agenda 2020+5 (Recommendation 2)**, these findings prove to be relevant for the Olympic world and its federations in understanding the collaborative patterns between the **co-hosts**, be it **multiple venues, cities and/or countries**.

