
**CONCEPTUAL MODEL FOR EFFECTIVE BOARD COMPOSITION IN
THE CONTEXT OF EMERGING MARKETS: THE CASE OF SAUDI
ARABIA**

Madi Almadi

ABSTRACT

This paper aims to build corporate governance theory to inform company success in the context of the emerging Saudi Arabian stock market – named Tadawul. Success for a company listed on Tadawul is contingent on being able to effectively manage a range of business, economic, social and political considerations unique to Saudi Arabia. We explain the importance of applying institutional and hegemony theories in the Tadawul context to inform board composition with a positive effect on financial performance. Theory developed in the context of Tadawul provides the basis for more widely applicable emerging stock market insight into theory of context.

Keywords: *Board composition, theory in context, firm financial performance, emerging markets, Saudi Arabia*