



Situational Sponsorship of Projects and Programs

Lynn Crawford, Terry Cooke-Davies, Brian Hobbs, Les Labuschagne, Kaye Remington, Ping Chen

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Situational Sponsorship of Projects and Programs: An Empirical Review is a collection of academic studies related to the formal and informal aspects of the sponsorship role. These studies aim to clarify the following:
Define the roles and responsibilities of the sponsor within corporate and project governance frameworks
Identify the characteristics of effective performance of the sponsor role

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