

## Foreword

I am delighted to see the publishing of this book, which sees the production of cases that address the developments taking place in emerging economies with an emphasis on Egypt. Cases are important in linking industry, business, and academia, as well as blending educational content and in-class discussions with real-life market practices and emerging concepts and trends. According to multiple reports and studies published recently, emerging economies are going through rapid developments, and with a world constantly affected by innovative information and communication technology tools and applications, information sharing and knowledge dissemination is an invaluable mechanism for sharing expertise and lessons learnt. Respectively, case studies represent the ideal platform to report and document the successes and failures for different projects, initiatives, and companies operating in various sectors and disciplines.

Cases flourishing from emerging economies and addressing various developments represent an important part of the advancement of both the academic and professional disciplines. The need for local cases has become evidently critical since the desire of local knowledge pertaining Egyptian businesses have become increasingly necessary to better comprehend organizational performance, development, and growth. They reflect the implications of global market, economic, and development trends while catering for local conditions, cultural implications, and societal values and norms. For many decades, the literature addressing markets in developing and emerging economies had witnessed minimal coverage for complete field research-based cases. This book is the first of a book series to be published by IGI Global in collaboration with the School of Business of the American University in Cairo represented by its El-Khazindar Business Research and Case Center. The book series targets the production of an invaluable education element, case studies, which not only provides the basis for case-teaching methodologies, but also, more importantly, uses cases that are a reflection of local market conditions, challenges, and opportunities.

The book combines a variety of research-based cases in a number of diversified disciplines. One of the most notable aspects of the book is its broad coverage of challenges and opportunities involved from the local point of view. The book divides the cases into six business areas, including marketing, management of Information Systems, operations management, accounting, management, and finance. With at least two cases per area, readers are able to get a full glimpse of strategic, structural, and managerial issues that reflect the fabrics of the local society, the business practices, and the market developments. Providentially, this first volume of case studies is just the beginning of many more cases to come enriching the landscape of locally developed case studies. These research-cases are the basis of a new learning tool that would not just add value to the education field, but to the corporate world as well. Students, professors, and CEOs benefit from such real-life content in excelling their careers, improving their

organizational performance, realizing their endeavors, and broadening their entrepreneurial mindset, innovative skills, and capacities.

Entrepreneurship and innovation are transforming individuals, organizations, and societies and I am confident that the content of this book will have an effective contribution to these influential trends on the society. I would like to seize the opportunity and thank all those who got involved in the development and production of this book as well as all the authors, reviewers, and editors whose expertise helped in delivering such important contribution.

It is my hope that this book will provide emerging economies and evolving organizations with good-practice principles for development, growth, policy, and regulatory and market frameworks in such evolving, dynamic, complex, and constantly changing marketplace. Eventually, sharing the lessons learnt and exchanging capacities and knowledge will allow newly growing and emerging economies and their start-up companies to leverage their entrepreneurial skills to create and sustain companies and to benefit from the opportunities constantly emerging in this global, interconnected, and dynamic market.

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**Sherif H Kamel** is Dean of the School of Business at the American University in Cairo (AUC) since 2009 and Professor of Management Information Systems at the Department of Management. Kamel served as Associate Dean for executive education (2008-09). Prior to that, he was the director of the Management Center (2002- 08) and was the director of the Institute of Management Development (2002- 06). Before joining American University in Cairo, he was the director of the Regional IT Institute (1992-2001), and he co-established and managed the training department of the Cabinet of Egypt Information and Decision Support Centre-IDSC (1987- 92). He has accumulated experience in building and managing professional development institutions addressing management development and leadership aspects. He consults with government organizations and corporations addressing professional and executive development as well as IT transfer, management, and IT strategy deployment issues. Kamel is a co-founding member of the Internet Society of Egypt (1996). His research and teaching interests include management of Information Technology, Information Technology transfer to developing nations, electronic business, human resources development, and decision support systems, and he has published widely in the areas of IS and management. He taught for a number of universities in degree and non-degree programs in Egypt, the UK, the US, and the Netherlands. He was invited as a panelist in a variety of expert meetings including Asia-Middle East Dialogue, Microsoft Leaders Forum Arabia, AMIDEAST, ITU, UNECA, UNIDO, and the League of Arab States. Kamel serves on the editorial and advisory board of a number of IS journals and is the associate editor of the *Journal of Cases on Information Technology*, *Journal of IT for Development*, and the *Electronic Journal of IS in Developing Countries*. He is the editor of *Electronic Business in Developing Countries: Challenges and Opportunities* (2005) and *Managing Globally with Information Technology* (2003). Kamel served as VP for communications and member of the Executive Council of the Information Resources Management Association-IRMA (2002- 07). He is a member of the board of trustees of the Information Technology Institute since 2005 and was a member of the board of trustees of the Sadat Academy for Management Sciences (2006- 07). Kamel served as Chairman of the Chevening Association in Egypt (2004-09). He is an Eisenhower Fellow (2005) and a member of the Eisenhower Fellowships Alumni Advisory Council since 2008. Kamel has served as co-chair of the ICT committee at the American Chamber of Commerce since 2008. He served as judge in different IT competitions including the Stockholm Challenge (2008); Mtandao Africa (2004 and 2007); and the ThinkQuest challenge (1999 and 2001). Kamel won a number of organizational leadership awards for serving the IT community in 1999 (IRMA, USA), 2000 (BITWorld, Mexico), and 2009 (IBIMA, Egypt). He has served as treasurer and board member of the Friends of the Museum of Islamic Arts since 2004 and as a member of the Egyptian Council for Foreign Affairs since 2007. His general interests include history, sports, and music. He has been a member of the Rotary Organization since 2004. He holds a PhD from London School of Economics and Political Science (1994), an MBA (1990) and a BA in Business Administration (1987) from The American University in Cairo; currently he is pursuing an MA in Islamic Art and Architecture.