

Private Sector Innovations and Technological Growth in the MENA Region

Part of the Advances in Electronic Government, Digital Divide, and Regional Development Book Series

Maryam Ebrahimi (Azad University, Iran)

Description:

Technological development is achievable only when a country has the ability to systematically design and introduce its own new technologies. In spite of the variety of studies regarding technology management, there is still a lack of studies concerning the principle concepts of technology management in the Middle Eastern/North African (MENA) region's firms. The generally low level of ICT diffusion in most of the region's countries widens the gap between MENA countries and the modern world.

Private Sector Innovations and Technological Growth in the MENA Region provides innovative insights into investments made for the digital transformation of major cities in the region that have the potential to become a significant driver for economic development and job creation. Highlighting topics such as strategic planning, risk analysis, and customer loyalty, this publication is designed for policymakers, economists, academicians, researchers, business professionals, and students interested in the use of ICT integration for the advancement of the MENA region.



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Topics Covered:

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