

Entrepreneurship and Business Innovation in the Middle East

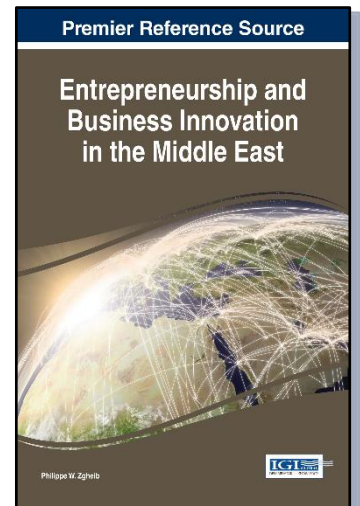
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Philippe W. Zgheib (Lebanese American University, Lebanon)

Description:

In the modern globalized business world, entrepreneurial success can be more difficult to achieve. Innovativeness, effective decision-making, and a drive for success are just a few factors influencing entrepreneurial behavior.

Entrepreneurship and Business Innovation in the Middle East is a comprehensive reference source for the latest scholarly material on the analysis of entrepreneurial activities in the framework of cultural diversity. Highlights crucial perspectives and topics in business contexts, such as job satisfaction, intrapreneurship, and corporate governance.



Readers:

This book is ideally designed for academics, professionals, practitioners, and students interested in business enterprises in the Arab culture.

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Topics Covered:

- Corporate Governance
- Family Businesses
- Healthcare Industry
- Intrapreneurship
- Islamic Banking
- Job Satisfaction
- Women in Business

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Philippe W. Zgheib is a senior Fulbright scholar since 2004 in entrepreneurship, strategic management, and business economics. He holds a PhD in economics (1994) and a civil engineering doctorate (1990) from Utah State University in the USA. He has served actively in academia both in Lebanon and in the USA. Also he is a widely established corporate consultant and business moderator of executive workshops with private business as well as in public civic engagement and community service. He has joined LAU in Fall 2012 in Business Management and Entrepreneurship as a director of the Human Resources Institute at LAU, after 12 years at AUB. His publications are specialized in the areas of human resource management, entrepreneurship, business ethics, and business communications. His consulting expertise beyond entrepreneurship includes leadership styles, conflict optimization, advanced negotiations, emotional intelligence, and business communications. He is also a registered professional engineer, and a project development leader. Media exposure includes BBC World, CNN, Voice of America, Executive magazine, and An-nahar daily in economics, and management of integrated systems.