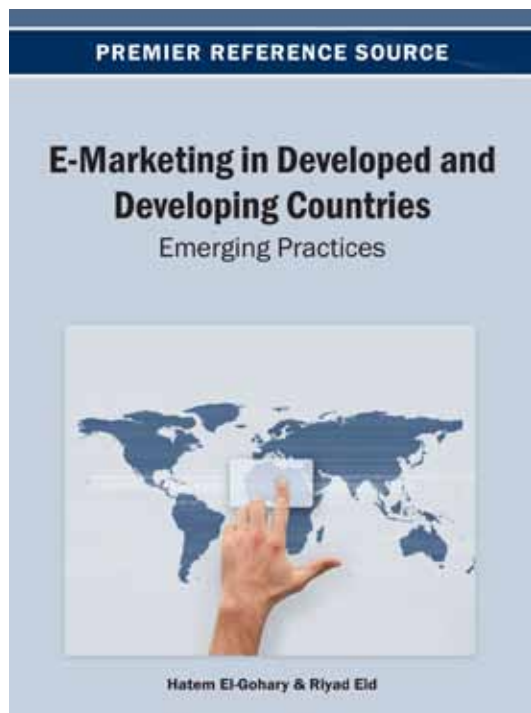


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E-Marketing in Developed and Developing Countries: Emerging Practices

Hatem El-Gohary (Birmingham City University Business School, UK and Cairo University Business School, Egypt) and Riyad Eid (United Arab Emirates University, UAE)

While e-marketing has emerged as an aid in allowing businesses to reach a broader audience, evolutions in computer science and technology have made its comprehension a bit more complex.

E-Marketing in Developed and Developing Countries: Emerging Practices aims to create a deeper understanding of the policies and practices that are involved in a successful e-marketing environment. This publication highlights the strategies and applications currently being used in both developed and developing countries; proving to be beneficial for entrepreneurs, policy makers, researchers, and students wishing to expand their comprehensive knowledge in this field.

Topics Covered:

- Business Management and Development
- Digital Age Marketing
- Digital Divide
- E-Commerce
- E-Marketing
- Empirical Research

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Hatem El-Gohary is Reader in Marketing at Birmingham City University Business School (Birmingham, West Midlands, UK) and LM at Cairo University Business School (Cairo, Egypt). Dr. El-Gohary has more than 19 years of experience in academia, worked as the marketing Director of a multinational company and a marketing consultant for a number on national and multinational companies. His research interests include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. His academic research is published in a number of high quality journals, books, book chapters, and various international conferences. Dr. El-Gohary holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE and is a Chartered Marketer, Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, CIM member and has a significant record of experience in voluntary work in Egypt and the UK. Dr. El-Gohary won: The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.



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