



Policy Paradoxes in African Business Research: Implications for Egyptian Policy Makers

Ahmed El-Tayeb¹, Hossam Abdelrahman^{2,3}, Amirah Al-Sayed⁴, Noura Abdelsalam^{3,5}

¹ Department of Interdisciplinary Studies, Ain Shams University

² Department of Interdisciplinary Studies, Suez Canal University

³ Minia University

⁴ National Research Centre (NRC), Cairo

⁵ Suez Canal University

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Correspondence: aeltayeb@yahoo.com

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Author notes

Ahmed El-Tayeb is affiliated with Department of Interdisciplinary Studies, Ain Shams University and focuses on Business research in Africa.

Hossam Abdelrahman is affiliated with Department of Interdisciplinary Studies, Suez Canal University and focuses on Business research in Africa.

Amirah Al-Sayed is affiliated with National Research Centre (NRC), Cairo and focuses on Business research in Africa.

Noura Abdelsalam is affiliated with Suez Canal University and focuses on Business research in Africa.

Abstract

This Perspective Piece examines policy implications derived from business research in Egypt within the broader context of African economies. No empirical results are presented; instead, a review of existing literature on African business practices in Egypt is conducted. Themes emerging from this review are used to identify policy areas requiring attention. Egyptian policymakers face complex challenges in balancing regulatory frameworks with the need for innovation and competitiveness. Addressing these policy paradoxes is crucial for fostering a robust business environment. Policymakers should prioritise reforms that encourage local entrepreneurship while also ensuring compliance with international standards, thereby promoting sustainable economic growth.

Keywords: *African economies, Business policy, Development theory, Governance structures, Market analysis, Policy effectiveness, Sub-Saharan Africa*

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