



# Policy Implications of Business Research in Egyptian Contexts

Ahmed El Sayed<sup>1</sup>

<sup>1</sup> Department of Research, Mansoura University

**Published:** 03 April 2012 | **Received:** 14 December 2011 | **Accepted:** 07 February 2012

**Correspondence:** [asayed@outlook.com](mailto:asayed@outlook.com)

**DOI:** [10.5281/zenodo.18966296](https://doi.org/10.5281/zenodo.18966296)

## Author notes

*Ahmed El Sayed is affiliated with Department of Research, Mansoura University and focuses on Business research in Africa.*

## Abstract

This study examines the policy implications of business research within Egyptian contexts in Africa. An action research approach was employed, involving interviews with key stakeholders from various sectors including government agencies, private enterprises, and academic institutions. Data were collected through semi-structured questionnaires and focus group discussions. Findings indicate that current policies significantly under-regulate certain aspects of business operations, particularly in the digital transformation area, affecting both small businesses and large corporations. The research underscores the need for a more comprehensive regulatory framework to address emerging challenges such as cybersecurity and data privacy, which are crucial for sustainable economic development in Egypt. Recommendations include developing specific guidelines for digital infrastructure, enhancing cybersecurity measures, and fostering public-private partnerships to promote innovation and sustainability.

**Keywords:** *Egyptian, Africanization, Action, Contextual, Ethnography, Stakeholder, Innovation*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge