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| Nota di contenuto | 1. Introduction - Africa on the Move -- 2. The Dynamics of Ethnic Cultural Interactions in the African Workplace -- 3. The paradoxes of integration in Madagascar: An approach based on actor-network theory -- 4. Factors influencing the export commitment of SMEs: The Algerian case -- 5. Internationalization of Moroccan SMEs in sub-Saharan Africa: An analysis based on the Uppsala model -- 6. Internationalization of West African transport-logistics SMEs facing the crushing weight of the MNCs -- 7. Highlighting performance indicators for dry ports in landlocked countries: the case of Burkina Faso -- 8. The role of interpersonal relations in logistical conflicts resolution between SMEs and food retailing industry: The case of Morocco -- 9. How to successfully conciliate the responsibilities of business manager and political elite? The case of Cameroon -- 10. Approaching corporate social responsibility definition through manager's cognitive map in Madagascar's downstream oil sector -- 11. State of the art on the environmental management in the Cameroonian public administration: The case study of the desk management activities in the ministerial central services -- 12. Small |

and Medium Enterprises in transitional East African economies: The case of Tanzania -- 13. The evolution of relational governance mechanisms in International Joint Venture (IJV): Trust and communication in IJVs in Morocco -- 14. The propagation of online rumors slandering multinational companies in Egypt -- 15. Conclusion: The managerial challenges of development in Africa.

Sommario/riassunto

This book presents insights from cutting-edge international business and management research relating to Africa. Economic growth and foreign investment in the region remains strong, despite some slowing down in recent years. This trend of economic growth and its impact on international trade and FDI has attracted Western businesses, eager to capitalize on this emerging market. In this context, new relationships and interactions have stimulated business research on Africa. Split into four parts covering the internationalization process, international logistics, trans-border corporate social responsibility and trust in Africa, the book covers a range of emerging trends, academic discussion and evolving issues across the spectrum of business research. It is a valuable read for students, researchers and practitioners interested in doing business in Africa.
