

Abstract

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BUSINESS ENVIRONMENT IN EGYPT, AN ATTRACTIVE EXPELLING ENVIRONMENT FOR FDI: AN ECONOMIC PERSPECTIVE

This study's focus is to provide a model that would facilitate assessing and analyzing business environment in developing countries. Chapter one presents an overview of the research topic, the research problem, the research importance, the research objectives, and the research questions, it also provides the outline of the thesis structure. Since each city in Egypt differs in their way of living, beliefs, culture, traditions and customs, future research can benefit from focusing on the country as a whole rather than choosing certain regions. When collecting data from different cities, the researcher will be assured that almost all viewpoints, perceptions, perspectives, and evaluations are covered. Thus, this data collection method will help obtain representative information that can be generalized to Egypt. It is also highly recommended that future studies should be replicated in different regions in Egypt to compare different results and to apply it in different countries for cross-cultural analysis. These outcomes that will be developed accordingly will help foreign investors to know which city in Egypt is the most attractive city for profit and operation success.