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Call for Book Chapters

**COMPETITIVE ADVANTAGE, STRATEGY  
AND INNOVATION IN AFRICA:**  
Issues & Applications

## Editors

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## Overview

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The rapid changes and developments taking place in the economic world in the present era, particularly the emergence of new business models and virtual markets, have contributed significantly to increased competition in markets, and the strength of states has been measured by the degree to which they adapt to technological developments and thus their creative capabilities and qualifications for creativity and innovation, rather than with their property and financial wealth, where economists have identified three factors for growth: work, capital, and innovation; the latter being the real factor that controls the development of the institution and is an important source of scientific and technical development, improvement of knowledge, and commercial success to face local and global competition.

The economic openness that African countries know today forces them to understand that excellence's physical and financial concept has changed. Science and knowledge have become the basis of measurement. To maintain their survival, they must be adopted for innovation; African countries are at the crossroads: either adapt to global changes and integrate and innovate or be marginalized in the age of innovation.

The emergence of new ICT-based business models extending to e-management fields and other activities has significantly changed how value is created and distributed.

By focusing on the concept of value, we find four basic conditions for creating value: good knowledge of needs, knowledge of the criteria for meeting needs, a good appreciation of the necessary resources, and extensive vision and knowledge of different costs. On the other hand, the possibility of innovation depends on the organization's capabilities to enable it to know and accurately identify the market's needs, so the organization can create value from innovation and distribute it.

This book highlights the challenges and solutions of using Innovative Technology for Competitive Advantage in Africa. It offers a theoretical and practical framework in Innovative Technology and applies it to Knowledge Creation. In addition, it discusses competitive advantage in a dynamic situation to improve Radical strategies and competitive innovation, sustainable development, competitiveness, value creation, SMEs, direct and indirect investment, delocalization of businesses, and value creation highlight the challenges and prospects. Overall, this book refers to adding value to the entire business ecosystem.

## Objectives and Scope

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The present work is designed to cover research articles based on innovative strategies that can be used to make value-creating decisions in today's environment. The main goal is to compile strategic Management related to aggressiveness, radical innovation, change, and disruption into a single volume that can support students', researchers' academicians,' industry professionals,' and managers' existing knowledge. The Book's purpose is to hold how tools are becoming more critical in creating Value through competitive Management, change management, E-marketing, and performance in management decisions.

The main objectives of this work are:

1. Covers Management and Marketing techniques for data analysis.
2. Investigates value creation strategies through empirical studies in dynamic environments.
3. Incorporate the latest methodologies and challenges facing value creation and changing competitive environment.
4. Examines change strategies and Disruption management topics and their real-world consequences.
5. Discusses management analysis and its importance in providing effective business strategies through appropriate strategic tools.

## Possible Contributors

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- Institutions that want to achieve excellence in providing services and products outperform competitors at micro and macro levels.
- Academicians, researchers, and practitioners are interested in the rapid transformation in the management sector due to technological advancement and high competition
- between companies.
- Managers and other stakeholders who want to promote their innovative behavior and improve the innovative environment
- Scholars devote study modules in various areas to developing creativity and creative abilities and how to translate research findings into practical goods.
- University researchers looking for an opportunity to lead and implement innovative projects
- Decision-makers working to build cooperative and exchange relations in the field of innovation, especially among African countries
- Scholars are involved in innovation, competitive advantage, and ecosystem
- Beginners and industry professionals understand the new management system developments locally, nationally, and internationally.
- Readers and managers want to understand the importance of real-time innovative business sources to gain a competitive advantage.

## List of Topics

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This call for special issue welcomes submissions in the following areas:

- The challenge of innovation and digitalization to achieve SDGs
- Entrepreneurship and innovation: solutions and challenges.

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- Smart Cities, Innovation ecosystems: Application and Outlook
  - The impact of innovation on the performance of the firms
  - The knowledge economy and its opportunities in value creation
  - Innovative Technology
  - optimizing profit from management sources,
  - Analyzing hyper-competition,
  - constructing value-creating opportunities,
  - Discovering sources of disruption and change building innovative strategies.
  - The source of value creation: Business Intelligence, Knowledge-Economy, Sustainable Development, Modern Tourism, Supply Chain, Advanced Technologies, Digital Disruption, E-Marketing, ICT, and Big Data.
  - Value creation strategies through empirical studies in dynamic environments
  - Technological innovation and development of industries.
  - The management of technological resources.
  - Business model and value creation.
  - Research and development in small and medium enterprises.
  - Innovation management and network economics.
  - The latest methodologies and challenges are facing value creation and changing competitive advantage.

## Reviewing Papers

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Various academicians, researchers, and policymakers can contribute with original micro and macro-level studies for our upcoming “Competitive Advantage, Strategy and Innovation in Africa: Issues and Applications” from. After initial scrutiny, high-quality studies will go through the double-blind review process, and the publication is **free of charge**. The editors will notify the final decision based on the reviewers' recommendations.

## Submission Mail

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The interested contributors may submit their work through an online submission process on the email address of the book

Email: [booktan.2022@hotmail.com](mailto:booktan.2022@hotmail.com)

## Publication Schedule

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Abstract deadline:	15 March 2022
Submission article deadline:	15 July 2022
Response to authors:	30 October 2022
Expected Book Publication:	December 2022