

Chapter 5

Making Innovation Development Policies Work for MENA: The Need for Entrepreneurship

Mehtap Isik
Bogazici University, Turkey

ABSTRACT

This chapter analyzes the Middle Eastern North African economies' growth prospects and investigates the role of entrepreneurial activities in achieving sustainable economic growth and social development. It explores the existing macroeconomic, political and social characteristics of the region and brings the different literatures together to understand the policy implications of theory and practices. The chapter shows that entrepreneurial activities can cure a lot of problem in the region as long as supported by the central authorities, and the region has a strong potential to be used by the entrepreneurs.

DOI: 10.4018/978-1-5225-2066-5.ch005

Copyright ©2017, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

INTRODUCTION

This chapter aims to raise practical solutions to the major development and growth problems of the Middle Eastern North African region (MENA), which are theoretically supported. The main answers revealed by the theoretical surroundings are gathered around the entrepreneurial activities. Thus, the chapter proposes that the entrepreneurial activities are not only important for the individuals in the economy, but also for the salvation of the whole economy, in the development perspective. The study is based upon the strong connection between microeconomic and macroeconomic measures and emphasizes the importance of investing on entrepreneurship in MENA. Our analysis calls the policy makers to finance entrepreneurial activities and claims that it worth, because it pays back with economic development and growth at the same time both in the short and long run time.

To this aim, this chapter investigates the forces which drive trade and global integration in fostering economic development for the special case of MENA region. The extent to which we can attribute economic development to economic growth is a question on the one hand; we ask which structural reforms are actually missing in the region to achieve a faster economic growth and whether the pointed structural changes affect the economic measures as would be expected. A detailed investigation on the macroeconomic measures lead us to an answer where microeconomic approaches are required: Entrepreneurship.

Taking the new growth theories into account, the innovation and technological improvements are suggested as the main cure in most of the recipes for triggering development and economic growth at once. Then, the key ingredient in the production process becomes the entrepreneurial ability. In that respect, the institutional design in providing the required support for the innovational activities has to be at the center of the discussions, because the fulfillment of infrastructural necessities are significantly important especially if the macroeconomic environment is not ready for the entrepreneurial activities.

When it comes to Middle Eastern North African (MENA) countries, even in the process of identifying the major problems of the region, entrepreneurship arise as a major answer to many problems of the region. This study questions the existence of appropriate macro environment to support micro decisions of individuals and firms regarding to start-up new businesses and to investments on research and development activities which leads the economic growth and development, eventually.

The first section takes a macroeconomic snapshot of the region to observe its current economic situation in the world. The picture clues in on surprising facts regarding the links between development and growth. Controlling almost 60% of the world's oil, being controlled mostly by very strong autocratic governments, including the world's richest countries and some of the poorest countries together, being

29 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/making-innovation-development-policies-work-for-mena/175525

Related Content

Embracing Guanxi: The Literature Review

Jilong Zhang and Nattavud Pimpa (2010). *International Journal of Asian Business and Information Management* (pp. 23-31).

www.irma-international.org/article/embracing-guanxi-literature-review/41919

Use of Interventions to Overcome Medication Non-Adherence

(2021). *International Journal of Asian Business and Information Management* (pp. 0-0).

www.irma-international.org/article//275608

On Knowledge Management: Intellectual Assets as Facilitating Infrastructure

Mohammad Mousakhani and Khadijeh Rouzbehani (2014). *International Journal of Asian Business and Information Management* (pp. 23-33).

www.irma-international.org/article/on-knowledge-management/126503

Internationalization of Family Businesses: Does Size Really Matter?

Joana Costa (2021). *Cases on Internationalization Challenges for SMEs* (pp. 217-238).

www.irma-international.org/chapter/internationalization-of-family-businesses/265928

A Business Model Derived From the Chinese Context: A Case Study of "Brain Platinum"

Zhang Yaohui, Luo Lei and Xie Xuyang (2012). *International Journal of Asian Business and Information Management* (pp. 19-26).

www.irma-international.org/article/business-model-derived-chinese-context/68984