## TABLE OF CONTENTS

**Competitiveness in a Turbulent World**  
Abbas J. Ali, Indiana University of Pennsylvania  

**Supply Chain Social Sustainability: From the Perspective of a Supplier Operating Under a Restricted Operating Environment**  
Mohammad Najjar, An-Najah National University  
Rani M. M. Shahwan, An-Najah National University  
Mahmoud M. Yasin, East Tennessee State University  

**The Key Role of Metacognition Monitoring in the Performance of Small Firms:**  
**The Mediating Roles of Systems, Orientation, Implementation, and Strategy**  
Ananda Mukherji, Texas A&M International University  
Jyotsna Mukherji, Texas A&M International University  

**The Relationship between Competitiveness and Digital Marketing Innovation for a Digital Campaign Design: First Insights Based on a Panel Study in Mexico.**  
Juan Mejía-Trejo, University of Guadalajara  

**Defining the Organizational Culture that Drives Strategic Innovation in Micro, Small and Medium Enterprises in Egypt**  
Sayed ElKhouly, Ain Shams University  
Rania Marwan, Ain Shams University  

**Exploring the Optimum Cost and Time for the Project “Improvement Cemex Egypt Logistics Waiting Area”**  
Sayed M. Elkhouly, American College of Dubai  
Ahmed Abdraelnaby Mohamed  
Mohamed Abdelraouf Ali  

**Insight into the Process of Negotiating with Stakeholders: An Organizational Learning Context**  
Leonel J. C. Andrade, TVT - Terminal Multimodal do Vale do Tejo Zona Industrial Riachos - Este  
Carlos F. Gomes, University of Coimbra  
Mahmoud M. Yasin, East Tennessee State University  

**International Competitiveness of Blackberry Export Firms in Los Reyes, Michoacan, Mexico**  
Odette V. Delfín Ortega. Michoacan University of Saint Nicholas of Hidalgo, Mexico  
Yunuén Morales Arellano. Michoacan University of Saint Nicholas of Hidalgo, Mexico  

Elia Socorro Díaz Nieto, Autonomous University of Querétaro  
Julio Guillermo Velázquez Galindo, Autonomous University of Querétaro  
Josefina Morgan Beltrán, Autonomous University of Querétaro  
León Martín Cabello Cervantes, Autonomous University of Querétaro
Are Environmental Concerns an Outcome of Post-Materialist Values? An Exploration and Alternate Perspectives
Jyotsna Mukherji, Texas A&M International University

Coffee Shops and Cash Crops: Gritty Origins of the World’s Favorite Beverage
Jessica Wright, University of Central Arkansas
Steven Zeltmann, University of Central Arkansas
Ken Griffin, University of Central Arkansas

The Mexican Multinational Business Groups, Global Expansion Strategy and its Impact on Performance
Jorge Pelayo-Maciel, University of Guadalajara
Aimee Perez-Esparza, University of Guadalajara
Jose Sanchez-Gutierrez, University of Guadalajara

Digital Knowledge Development: A Competitive Advantage
Elia Socorro Díaz Nieto, Autonomous University of Querétaro
Elia Socorro Pérez Díaz, Autonomous University of Querétaro
Adelina Silva Muslera, Autonomous University of Querétaro
Luis Alberto Morales Hernández, Autonomous University of Querétaro

Cluster Analysis Model: An Analysis of the Competitive Advantages of Bioethanol in Mexico
Anibal R. Lara Vázquez, National Autonomous University of Mexico, Institute of Engineering
León M. Cabello Cervantes, Autonomous University of Querétaro
Elia Socorro Díaz Nieto, Autonomous University of Querétaro
Josefina Morgan Beltrán, Autonomous University of Querétaro

Strategic Revenue Management: Revenue Stability and Maximizing Shareholder Value
Darrol Stanley, Pepperdine University
Nikolai Wasilewski, Pepperdine University

The Association between U. S. Investment Incentives and Capital Flight from Latin America: A Historical Analysis
Kamal Fatehi, Kennesaw State University
Kaveh Teymournejad, Azad University

Leadership: A Gateway to Organizational Innovation
Omid Nodoushani, Southern Connecticut State University
Carol Stewart, Southern Connecticut State University
Alison Wall, Southern Connecticut State University

Required Leadership Skills for the Next Leader: An Empirical Study of the Egyptian Pharmaceutical Industry
Sayed El Khouly, American College of Dubai
Mohamed AbdElDayem, Ain Shams University

The Impact of Knowledge Management on Developing Career Path Planning and Development: An Empirical Study on Echo-cardiologists in Egypt
Sayed Elsayed ElKhouly, American College of Dubai
Hala El Sedafy, Ain Shams University
Ingy Ahmed Yehia, Ain Shams University

Brexit – A Year Later
Suhail Abboushi, Duquesne University
Customer Experience--An Emerging Frontier in Customer Service Excellence  198
    Madan M. Batra, Indiana University of Pennsylvania

Protecting Trade Secrets: Legal Challenges and Liabilities for Organizations  208
    William M. Fitzpatrick, Villanova University
    Samuel A. Dilullo, Villanova University

Churchillian Geopolitics: Mackinder, Mahan and the Preservation of the British Empire  234
    Francis P. Sempa, Wilkes University

The Impact of Leadership Styles on Strategy Implementation in the Egyptian Pharmaceutical Field  240
    Sayed El Khouly, American College of Dubai
    Mohamed AbdelDayem, Ain Shams University, Egypt
    Ingy Saleh, Ain Shams University, Egypt