

# Call for Book Chapters: Middle Eastern Business Environment

## Editors

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## Introduction

Thirty five years after the Islamic Revolution, Iran stands at the threshold of a new chapter in its tumultuous relations with the Western world. Albeit it may be difficult to predict the parameters that will guide this interface, there is no doubt about the new ascendance of pragmatism among all parties. On the one hand, in Iran, the ruling elite confronts a weakening ideological grip and a crisis of legitimacy, while at the same time, finds itself unable to avoid mounting social and economic challenges which could long been neglected thanks to oil exports revenues. On the other hand, major world powers have recognized that Iran, with its rich history, culture and political and economic influence can no longer be reduced to the status of a pariah state, to be contained and marginalized. While today's Iran cannot be ignored, its present importance pales compared to what its future might hold, as a rising economic and political power. This promising future would reconnect Iran with its glorious past and allow it to recover its place in the concert of nations after a decades-old hiatus.

Although Iran is a large, untapped market and a great potential contributor to the world economy, after more than three decades of relative isolation, the state of our knowledge about this country has been constrained by the dearth of exchanges and the opacity of Iranian society. Based on this realization, the editors of this book have strived to bring together the perspectives of scholars from a variety of backgrounds. Together, these contributors will offer a broad overview of the challenges and opportunities presented by the gradual and likely fitful, reintegration of Iran into the world economy.

## Purpose

The purpose of the book is to provide its readers with a fuller understanding of the economic complexities of the present and the promise of a future rebirth in an important country, perhaps the last emerging market; a country whose potential has been dormant or held in check, but whose significance has remained unaffected.

This book does not aim to be exhaustive or to cover the whole gamut of mutually beneficial relationships that could arise from a lessening of political and ideological impediments to closer ties. It strives, instead, to explore the potential offered by cooperation in areas of more immediate interest to businesspeople, international organizations, civil societies, social thinkers and policy makers.

## **Intended audience**

The intended readers of the book are graduate students in business, scholars and students of Middle Eastern Studies and area studies, Western managers interested in exploring business opportunities in Iran, and members of the Iranian diaspora throughout the world. The book is also expected to find a large audience within Iran, although the primary target audience of the book is located in the North America and Europe.

## **Book Structure**

The book will have four sections, preceded by an introduction by the editors.

Introduction: A Historic Perspective on the Iranian Contribution to World Civilization and Trade

- 1) The Energy Market
  - a. Prospect of FDI in the Iranian Oil Industry
  - b. Will Iran Be a Game Changer in the Global Oil Market
  - c. Potential for the Expansion of Iranian Natural Gas Exports
  - d. The Petrochemical Industry in Iran
- 2) The Iranian Consumer Market
  - a. The Privatization Imperative
  - b. Lessons from the East Asian Business Activity in Iran
  - c. The Automobile Market in Iran and Its Growth Potential
  - d. The Consumer Electronics Sector in Iran
  - e. The Information and Telecommunication Sector in Iran
  - f. The Healthcare and Pharmaceutical Industry in Iran
  - g. Banking and Financial Services
  - h. Building and Construction
- 3) Non-Oil Iranian Exports
  - a. Carpets
  - b. Processed Foods and Agricultural Products
  - c. Travel and tourism
- 4) The Iranian Diaspora
  - a. The Iranian Diaspora: A Conduit for Inward FDI in Iran
  - b. Political Activism by the Iranian diaspora and Its Implications for Iran
  - c. Iranian Entrepreneurs in the Middle East and South Asia

The concluding chapter will be written by the editors.

## **Length**

The length of the book will be in the 300 to 350 pages range. The estimated length of each chapter would be approximately 15 to 25 pages, including the footnotes and references. The editors will ensure that the front matters and the text together do not exceed 350 pages.

## **Submission Procedure**

You are invited to submit no later than June 30, 2014, a 600-1000 word chapter proposal outlining your chapter and the broad scope of your proposed chapter content. Authors of accepted proposals will be notified within 10 working days on the status of their proposals. Full chapters are expected to be submitted by August 31, 2014.

Please include brief biographies for each of the chapter authors, including current institutional affiliation and position, a copy of the CV and contact information.

This book is anticipated to be released in late fall of 2014 or early spring of 2015.

**Please send your chapter proposal electronically to:**

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