Digital Marketing Challenges and SME Performance in Egypt

Barriers, Evidence, and the ENOSH-AIBOS Intervention Architecture



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About the Book

What prevents Egyptian small and medium-sized enterprises from turning digital marketing into business results? Based on a study of 578 enterprise records, this book examines advertising costs, digital skills, customer trust, payment difficulties and delivery challenges, and relates them to customer acquisition, conversion and performance. It presents practical recommendations and the proposed ENOSH-AIBOS architecture, an AI-based business optimisation system, as a prototype-stage engineering case study.

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Contents

01 Introduction: Digital Marketing Challenges and SME Performance in Egypt

02 Literature Review: Theory, Egyptian Evidence, and Hypothesis Development

03 Research Methodology

04 Data Analysis, Results, and Discussion

05 Conclusions and Recommendations

06 The ENOSH-AIBOS Architecture: Design and Implementation Framework

07 ENOSH-AIBOS Prototype: An Engineering Case Study

08 Final Conclusions

The complete book is available from ENOSH Science Publisher.