Any academic work is the result of the contribution and encouragement of many people. For this book, we would like to thank the almighty for the various blessings he has bestowed upon us. We would like to thank each one of the contributors of this book who have worked in coordination with us to bring out the book. We would like to acknowledge all the help and support done by El-Khazindar Business Research and Case Center (KCC), Egypt, and its Assistant Director, Ms. Engy Magdy, for her relentless coordination and support during the preparation of the book. We would also like to appreciate the help and support of our colleague, Ms. Neha Munjal, throughout the preparation of the book. We would like to offer special gratitude to Professor Bernd Schmitt for having written the foreword for the book. We are indebted to Mr. Austin M. DeMarco, Managing Editor – Book Development, Editorial Content Department, IGI Global, for being a mentor during the process of development of the book. Finally, we appreciate the support of our respective families for having encouraged us on our academic endeavor.

Sarmistha Sarma  
*Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprashtha University, India*

Sukhvinder Singh  
*Institute of Innovation in Technology and Management, Guru Gobind Singh Indraprashtha University, India*