



EuroMed Newsletter

Issue 009 - May 2014



Editor's Note

I am delighted to welcome you to the ninth issue of the EuroMed Newsletter. This Newsletter is the bulletin for members, associates and friends of the EMRBI. The EuroMed Newsletter is published twice a year. Each issue contains news, reports and other events taken place among the EMRBI community.

The EuroMed Newsletter portrays the evidences of the EMRBI's strength and growth. This issue also provides detailed information about the 7th Annual EuroMed Conference taken place in September 18-19, 2014, Kristiansand, Norway. The Organizing Committee is working hard to ensure that this conference will be a great event to remember.

We look forward to seeing you at the 7th Annual EuroMed Conference.

Ruth

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Editor: Ruth Rios-Morales (PhD)
Center of Foreign Affairs & Applied
Diplomacy, School of Management
and Law, Zurich University of Applied
Sciences
E-mail:ruthriosmorales@bluewin.ch

Presidents' Corner



Prof. Demetris Vrontis



Prof. Yaakov Weber

Dear members and associates,

We are very happy that the conference review process for 7th Annual Conference of the EuroMed Academy of Business has been completed with over 350 submitted papers and abstracts. The conference will take during the 18th-19th of September 2014 at Kristiansand, Norway. Full details can be found at <http://www.euromed2014.com/>

A few things about the conference venue: Kristiansand, informally considered to be the capital city of southern Norway, is easy to travel to and enjoy. The town and surrounding villages offer a wide range of pleasant holiday experiences. The region of Kristiansand has for decades been Norwegian's favourite destination for leisure and recreation. More information can be accessed through the website and at Kristiansand Tourist Information at <http://www.visitkrs.no/en/> and Norway Tourist Information at <http://www.visitnorway.com/>

Presidents' Corner

A selection of the best conference papers will also be considered for publication in the following journals (presented in alphabetic order), most of which are internationally ranked or/and ISI/Scopus approved. Some of these journals will devote and publish a special issue based on conference papers.

1. [EuroMed Journal of Business - EMRBI's official Journal](#)
2. [Baltic Journal of Management](#)
3. [Competitive Review](#)
4. [Global Business and Economics Review](#)
5. [International Journal of Computational Economics and Econometrics](#)
6. [International Journal of Emerging Markets](#)
7. [International Journal of Financial Markets and Derivatives](#)
8. [International Journal of Globalisation and Small Business](#)
9. [International Journal of Online Marketing](#)
10. [International Journal of Organizational Analysis](#)
11. [International Journal of Technology Marketing](#)
12. [International Journal of Social Ecology and Sustainable Development](#)
13. [International Marketing Review](#)
14. [International Studies of Management and Organization](#)
15. [Journal of Customer Behaviour](#)
16. [Journal for Global Business Advancement](#)
17. [Journal for International Business and Entrepreneurship Development](#)
18. [Journal of Promotion Management](#)
19. [Journal of Transnational Management](#)
20. [Journal of the Knowledge Economy](#)
21. [Knowledge and Process Management](#)
22. [Managing Service Quality](#)
23. [New Medit: Mediterranean Journal of Economics, Agriculture and Environment](#)
24. [Sinergie](#)
25. [Social Business](#)
26. [The International Journal of Human Resource Management](#)
27. [The Marketing Review](#)
28. [Thunderbird International Business Review](#)
29. [Transnational Marketing Journal](#)
30. [World Review of Entrepreneurship, Management & Sustainable Development](#)

The important deadlines for the conference are as follows:

Early-bird registration	Until July 18 th , 2014
Late registration	After July 18 th , 2014
Deadline for inclusion in Book of Proceedings	August 31 st , 2014

Presidents' Corner

The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base.

The conference attracts hundreds of leading scholars from leading universities, as well as principal executives and politicians from all over the world.

We would like to thank Dr Vangelis Tsoukatos for managing the review process and all the track chairs and reviewers for their hard work. Special thanks to the Conference Chair Dr. Rotem Shneor for his excellent job to date to guarantee the success of the conference.

Our goal is to create a friendly and approachable academy and environment, a strong network, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business practitioners) are guiding and mentoring each other. To this aim we will send you a questionnaire to learn more about your preferences and priorities so we can incorporate these in our Core Values. Furthermore, here are some examples of implementation of members' last conference suggestions (either in Leaders Meeting or by RIC chairs):

- Supporting Edited Books publication by members, for instance, by guidance and connections with publishers, by special track at conference (received more papers than average track. Version of papers may be chapters in the book in addition to conference and journal publications), and special session(s) at the conference.
- Mini-conference around specific subject of interest (for example, University of Salento on January 2015).
- Academic partnership with business schools and university (for example, recent with EDC Paris).
- Acquiring Special Issues for journal publication (for example agribusiness, Marketing and HRM RICs).
- Apply successfully with fellow members for funded research projects (for example the successful Daedalus ENPI project).

We really look forward to welcoming you to the EMAB conference.

Best regards,

Professor Demetris Vrontis (PhD)

*President, EuroMed Research Business Institute
Editor in Chief, EuroMed Journal of Business*

Dean, Distance Learning
Director, Unit of Graduate Studies in Business
University of Nicosia, Nicosia, Cyprus

Professor Yaakov Weber (PhD)

President, EuroMed Research Business Institute

Director, Research Unit, Strategy and Enterprise
School of Business Administration
College of Management Rishon, Lezion Israel

The Annual EuroMed Conference

**The EuroMed Academy of Business announces the
7th Annual EuroMed Conference**

Kristiansand, Norway
September 18th-19th, 2013

Organized by: School of Business and Law, University of Agder



The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and CPCI approved. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programmes.

The Annual EuroMed Conference

A Note from the Conference Chair

Dear Friends,

The 7th annual conference of the EuroMed Academy of Business will be hosted by the University of Agder's School of Business and Law in Kristiansand Norway 18-19 September 2014.

Great efforts are currently being made to facilitate an interesting, welcoming and pleasant experience for all conference attendees. We have invested much in creating a beautiful and informative website you may consult for all details related to the conference and travel arrangements surrounding it.

As organizers, we would like to highlight that hotel arrangements have been made with attractive prices for conference attendees, catering services have been ordered with menus balancing local and international culinary experiences, and a festive Gala dinner experience is also being prepared. A free guided tour through the city's main sites will be on offer on the evening prior to the conference, and additional post-conference extended tours are also available through a travel agent (for a fee).

Through the papers submitted, an interesting programme will be built, reflecting good academic quality and a rich variety of themes related to management and business administration. We, as hosts, will do our best to offer you comfortable environments and facilities to present and discuss your ideas, meet old and new colleagues and friends, as well as develop great new ones.

We look forward to warmly welcoming and hosting you in our beautiful city by the sea and in one of Norway's most modern and fast growing universities.

Yours sincerely,

Dr. Rotem Shneor
Associate Professor
School of Business and Law
University of Agder



**Dr. Rotem Shneor, Conference
Chair**

The Annual EuroMed Conference

Sponsors and Supporters



EMRBI –Vice Presidents

January 2014 – December 2015

Dr. Evangelos Tsoukatos - Vice President for Operations and Development

Profile: Dr Evangelos Tsoukatos is Assistant Professor of Management at the Technological Educational Institute of Crete, Greece and adjunct faculty at the University of Nicosia, Cyprus and the University of Gloucestershire, UK. He earned his Ph.D. in Management from the Lancaster University Management School. Prior to joining academia he gained extensive experience as consultant and in senior management positions. Further info about Dr Tsoukatos is available at

<http://teicrete.academia.edu/EvangelosTsoukatos>



Dr. Evangelos Tsoukatos

Programme:

Evangelos is with EMRBI almost since its debut and during the last two years has been working as Director – Operations and Development dedicating much of his time to: preparing our annual conference (inviting and approving tracks, managing the review process etc.) and coordinating the Institute's fellowship programme. He also serves as Associate Editor of the Euromed Journal of Business, EMRBI's official journal. In his new role, as VP for Operations and Development, Evangelos will continue with these duties while working further towards maintaining and expanding EMRBI activities and augmenting the Institute's status and penetration into the area.



Prof. Hans Kaufmann

Prof. Hans Rüdiger Kaufmann - Vice President for Research

Profile: After appointments as manager, consultant and academic in 5 European countries, Rudi is currently Full Professor in Management in the School of Business of the University of Nicosia. He is currently Vice-President of EMBRI and has been with it since its outset. He is a board member of the American Marketing Association Global Marketing SIG. He is member of the editorial board of a variety of journals and an Associate Editor of the World Review of Entrepreneurship, Management and Sustainable Development. He is Visiting Professor the International Business School of Vilnius University and an Adjunct Professor of the University of Vitez.

Programme:

- Co-coordinating and working in current research projects
- Initiating continuously new research proposals
- Stimulating the built up of a core team of active researchers
- Continuously organizing Research Seminars before EMRBI conference
- Publishing results of EMRBI research projects
- Recruiting research projects for companies
- Co-operative and initiating research activities with other Research Institutes

EMRBI –Vice Presidents

January 2014 – December 2015

Dr. Matteo Rossi - Vice President for International Relations

Profile: Dr Matteo Rossi is an Assistant Professor of Corporate Finance at the University of Sannio, Italy. His primary research interests are on corporate finance, corporate governance, wine business, and financing innovation. He's Section Editor for Finance and Financial Markets of Global Business and Economics Review, he is Regional Editor Europe of International Journal of Bonds and Derivatives, and he is Associate Editor of International Journal of Managerial and Financial Accounting. Further info about Dr Rossi is available at unisannio.academia.edu/MatteoRossi.



Dr. Matteo Rossi

Programme:

Matteo Rossi is with EMRBI almost since its debut. He was a co-chair of the Economics and Finance RIC for a number of years and managed this very successfully. As a VP for International Relations, Matteo aims to enlarge EMRBI network and penetrate its activities around the region. He will be contacting universities, research institutes, academics and other organisations and realizing joint collaborations. He will be involved in the coordination of Mini/Niche Conferences, an area that EMRBI is currently developing. Last but not least, he will be promoting Special Issues on International Journals, open to international groups of researches, which will be linked to EMRBI's Conferences and Network.



Prof. Peter Stokes

Prof. Peter Stokes - Vice President for Business Relations

Profile: Professor Peter Stokes (FHEA, SnrFEMAB, FRSA) is Deputy Dean at the University of Chester Business School (UCBS), UK. He publishes widely on Management Philosophy and Organization Studies. He holds an MBA (SGBS-Glasgow) and a PhD (Brunel University-London) combined with extensive business and consultancy experience. Further roles include: Editor-International Journal of Organizational Analysis; UK Ambassador for the Association Francophone de Gestion des Ressources Humaines; Track Chair-British Academy of Management.

Programme: As a newly elected VP for Business Relations, Prof. Stokes will contribute to EMBBI's goals in regards:

1. To be the premier institute or the 'preferred organization' to be contacted by businesses in relation to business focus, business foresight and management and organizational training and development matters connected to the Mediterranean region and its hinterland.
2. To construct and develop business sector focused and related expert or link groups. For example, this would include people with expertise and experience in a particular sector who could represent EMBRI's interests.
3. To create strong links with a small group of high profile large companies and pan-Mediterranean representative organizations.
4. To generate funding and support from EMRBI's commercial relationships and connections.

EMRBI –Vice Presidents

January 2014 – December 2015

Dr. Shlomo Tarba – Vice President for Scholarly Relations

Profile:

Shlomo Y. Tarba is a Lecturer in Strategic Management at the Management School, The University of Sheffield, UK. He received his PhD from Ben-Gurion University and Master's in Biotechnology degree at the Hebrew University of Jerusalem, Israel. His research interests include mergers and acquisitions, cross-cultural management, strategic agility, and ambidexterity. Dr. Tarba has served as a guest-editor for the special issues at California Management Review and Human Resource Management (US, Wiley). Dr. Tarba's research papers are published/forthcoming in journals such as Journal of Management, Academy of Management Perspectives, Management International Review, International Journal of Human Resource Management, International Studies of Management & Organization, Thunderbird International Business Review, and others. His recent two books are A Comprehensive Guide to Mergers & Acquisitions: Managing the Critical Success Factors Across Every Stage of the M&A Process by Pearson & Financial Times Press, and Mergers, Acquisitions, and Strategic Alliances: Understanding The Process by Palgrave Macmillan. His paper has been selected and published in Best Paper Proceedings of the Academy of Management (USA) in 2006.



Dr. Shlomo Tarba

Programme:

Shlomo Tarba has been actively involved with EMRBI's activities almost since its inception serving as a vice-president and co-chair for its first annual conference. In his newly defined role, as VP for Scholarly Relations, Shlomo will continue to promote the EMRBI's visibility and reputation via organizing and guest-editing special issues at the leading scholarly journals as well as initiating joint grant applications together with members of EMRBI from other countries. In addition, Shlomo will contribute to organizing PhD seminars on such topics as Strategic Agility in Hypercompetitive Environment, Cross-border Mergers and Acquisitions, and others.

Call for EMAB Fellows

The Executive Board of the EuroMed Research Business Institute recognizes and awards through its Academy (EuroMed Academy of Business – EMAB) Scholars, Researchers and Professionals who excel in their respective field. Elected members are designated ‘EMAB Fellows’. Fellowship Status is granted upon election as Fellow by the Executive Board upon recommendation of a committee of peers (the Fellowship Review Committee). Consideration for election to Fellowship is open to those members who are recognized as having leadership roles in Business or Management research and/or Practice.

Fellowship Ranks

1. Senior Fellow - SF EMAB
2. Fellow – F EMAB
3. Associate Fellow – AF EMAB
4. Member – M EMAB
5. Student Member - SM EMAB

For questions please email Dr Evangelos Tsoukatos at tsoukat@staff.teicrete.gr

Fellowship Criteria

Fellowship award criteria and other details can be found at EMRBI's web site

http://www.emrbi.com/photos/fellowship%20criteria%20and%20benefits_master_doc_final.pdf

Benefits

Fellows are entitled to:

- Referring to themselves in public statements, documents, business cards, published research papers, email communication and résumés as “Fellow of the EuroMed Academy of Business and adding the acronym (*SF EMAB*, *F EMAB*, *AF EMAB*, *M EMAB*, *SM EMAB* or) to their other credentials.
- Nominate themselves (or be nominated by others) for the positions of Vice Presidents and other Executives at EMRBI.
- Vote at the elections for the new Vice Presidents and other Executives at EMRBI.
- Gaining international recognition as a scholar and/or practitioner.
- Extensive networking opportunities, including influential contacts, including with seminal academics and leading practitioners, that will help you create and/or advance a career in academia and/or business.

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Call for EMAB Fellows

- Extensive networking opportunities, including influential contacts, including with seminal academics and leading practitioners, that will help you create and/or advance a career in academia and/or business.
- Through sharing with and taking feedback from peers, gaining opportunities to enhance the quality and impact of your research in the area of business.
- Access to significant research publication opportunities in our Academy and Conference affiliated journals.
- Gaining access to visiting professorship and consultancy opportunities across Europe and beyond.
- Exchanging information on teaching methods and student/faculty exchange programs.
- Gaining opportunities for research fundraising as part of an international organization.
- Complimentary quarterly Newsletter.
- Complimentary access to all resources and information available within the Euromed Academy of Business.
- Discounts in all fee-based conferences, events and training programmes. Free access to others.
- Making or taking advantage of exclusive Member Special Offers – that are listed within our quarterly Newsletter.
- Opportunities to join any of the EuroMed Academy affiliated networks.
- Members can publish press releases for free within the quarterly newsletter and/or web-site of the EuroMed Academy of Business.
- Attending the EMRBI's (EuroMed Business Research Institute) annual members' meetings.
- Eligibility for being elected to various bodies at EMRBI (Scientific committees, teaching committees, etc.).
- Eligibility for membership to various bodies at EMAB (Research committees, Teaching committees, Practitioners committees etc.).
- Benefitting from EMRBI's experience and infrastructure in organizing workshops, in-house seminars, consulting and training programmes at a discount rate.

Research Fellowship Award



The EuroMed Academy of Business has recently granted fellowship and membership to the following individuals on the basis of their contribution, performance and achievements. The full list is published on: www.emrbi.com

Senior Fellows (SF-EMAB)

Prof.	Bernd	BRITZELMAIER	Pforzheim University, Germany
Prof.	Rudi	KAUFMANN	University of Nicosia, Cyprus
Prof.	Peter	STOKES	University of Chester, UK
Dr	Shlomo	TARBA	The University of Sheffield, UK
Prof.	Alkis	THRASSOU	University of Nicosia, Cyprus
Dr	Evangelos	TSOUKATOS	TEI of Crete, Greece

Fellows (F-EMAB)

Dr	Stefano	BRESCIANI	Dipartimento di Management Università deg Torino. Italy
Prof.	Natarajan	CHANDRASEKHAR	Technical University, Ingolstadt, Bavaria Stat
Prof.	Helena	DESIVILYA SYNA	The Max Stern Yezreel Valley College, Israel
Prof.	Tamara	KACHALA	Cherkasy State Technological University
Dr.	Costas	PRIPORAS	Middlesex University, UK
Dr	Matteo	ROSSI	University of Sannio, Italy
Prof.	Madèle	TAIT	Nelson Mandela Metropolitan University
Prof.	Fotini	VOULGARIS	Technological Educational Institute of Crete

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Research Fellowship Award



Associate Fellows (AF-EMAB)

Dr	Yannis	AIKATERINIDIS	TEI of Crete, Greece
Dr	Hortensia	BARANDAS - KARL	Faculdade de Economia - Universidade de Porto
Dr	Federico	BRUNETTI	Università degli Studi di Verona, Italy
Prof.	Maura	CAMPRA	UNIVERSITA PIEMONTE ORIENTALE AV
Prof.	Francesca	CULASSO	Università degli Studi di Torino, Italy
Dr	Paolo	ESPOSITO	University of Piemonte Orientale "Avogadro" / Sannio
Prof.	Rajat	GERA	School of Business, Galgotias University
Dr	Elisa	GIACOSA	Department of Management - University of Turi
Dr	Guido	GIOVANDO	Università degli Studi di Torino, Italy
Dr	Janet	GREEN	Glyndŵr University, UK
Dr	Tareq	HASHEM	Philadelphia University, Jordan
Prof.	Sibylle	HEILBRUNN	Ruppin Academic Center, Israel
Dr	Tomislav	HERNAUS	University of Zagreb - Faculty of Economics and
Prof.	Alberto	MAZZOLENI	University of Brescia
Dr.	Niki	MENELAOU	Frederick University, Cyprus
Dr	Samer Francois	NAKHLE	Modern University for Business and Science
Dr	Alessia	PISONI	Dept. of Economics University of Nsubria
Dr	Amiram	PORATH	Sarnat School of Management/Amiram Porath (
Dr	S M Riad	SHAMS	Freelance Consultant, Australia
Dr	Milena	VIASSONE	Department of Management - University of Turi
Dr	Dorra	YAHIAOUI	Normandy Business School

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Research Fellowship Award



Members (M-EMAB)

Ms	Georgia	SAKKA	Cyprus Youth Association, Cyprus
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Student Members (SM-EMAB)

Ms	Monaliz	AMIRKHANPOUR	University of Gloucestershire, United Kingdom
Ms	Katharina	BUTTENBERG	University of Latvia
Ms	Christianna	CHIMONAKI	University of Portsmouth, UK
Mr	Stelios	CHRISTAKIS	University of Portsmouth, UK
Mr	Alberto	FERRARIS	Università degli Studi di Torino, Italy
Ms	Marion	TENGE	University of Latvia / University of Applied Kufstein
Mr	Konstantinos	VASSAKIS	University of Portsmouth, UK

Call for Papers - Special Issue

Thunderbird International Business Review

Emerging Markets Firms Venturing into Advanced Economies

Submission Due Date: November 1, 2014

Guest Editors:

Demetris Vrontis, University of Nicosia

Yipeng Liu, University of Kent

This special issue aims to attract a variety of papers that can move the exciting research agenda further. Appropriate topics include, but are not limited to, the following:

- Institutions (formal and/or informal) impact on emerging markets firms venturing abroad
- Commonalities and differences among emerging markets firms venturing abroad, BRIC (Brazil, Russia, India, China) countries and beyond
- Standardization vs. adaptation of international marketing of emerging markets firms
- Learning and (reverse) knowledge transfer of emerging markets firms venturing abroad
- International marketing practices and market entry strategy
- Ambidexterity, HRM and leadership practices
- Strategic management from a comparative international perspective
- Community involvement and non-market strategy

We encourage cross-fertilization approach by blending different theoretical lenses, and we particularly welcome scholars from strategy and international business to join our stimulating discussions.

Context matters a great deal for international business research and practices, such as the multiple embeddedness of multinational enterprises and local contexts. Cultural difference has an important bearing for emerging market firms venturing abroad. However, such business practices might not be available in advanced economies which might become obstacles for emerging markets firms, or induce misunderstanding and confusion for Western managers. Emerging markets can vary on most significant dimensions—institutionally, economically, culturally, socially, technologically. Hence, there is the need to delineate and specify the contextual factors and boundary conditions with respect to emerging markets firms venturing into advanced economies.

All papers are refereed through a double-blind peer review process. A guide for authors and other relevant information for submitting papers are available on the Author Guidelines page at <http://www3.interscience.wiley.com/journal/117946257/grouphome/ForAuthors.html>.

Articles must be submitted through Thunderbird International Business Review's Manuscript Central electronic submission system: <http://mc.manuscriptcentral.com/tibr>

Please ensure your article abides by the scope and formatting conditions of this journal, which are detailed at <http://tibr.thunderbird.edu/submission>.

When submitting your article, please specify in your cover letter that you are submitting to the special issue on "Emerging Markets Firms Venturing into Advanced Economies".

Call for Papers - Special Issue

International Marketing Review Collaborative Entry Modes

Guest editors: Michael R. Czinkota, Demetris Vrontis and Shlomo Y. Tarba

We seek conceptual and empirical contributions related to the following topics:

- The interrelationships between international, global, multinational, and transnational marketing strategies and collaborative entry modes (M&A, strategic alliances, and joint ventures).
- Adaptation versus standardization marketing practices in collaborative entry modes (M&A, strategic alliances, and joint ventures)
- Value creating and value capturing factors and their impact on marketing practices in collaborative entry modes.
- The effect of national and organizational culture differences on marketing practices in collaborative entry modes.
- The impact of marketing practices on organizational performance in collaborative entry modes.
- Marketing communication and advertising and collaborative entry modes.
- Branding strategies and collaborative entry modes.
- Distribution channels management and collaborative entry modes.
- First mover vs. late entrant advantages and the collaborative entry modes.
- The interrelationship between marketing practices and key talent retention in collaborative entry modes.
- Greenfield (wholly-owned subsidiary) vs. collaborative entry modes.
- Export vs. collaborative entry modes.
- Marketing performance appraisal and feedback systems in collaborative entry modes.
- Market expansion of born global firms via collaborative entry modes.
- The impact of information technology on marketing practices in collaborative entry modes.
- The interrelationships between strategic agility and ambidexterity and marketing practices in collaborative entry modes.
- Emerging market perspectives on collaborative entry modes.

The prospective submissions are expected to make a clear contribution to the existing knowledge - submissions exploring collaborative entry modes from a pure international business perspective and without clear focus on marketing will not be considered.

Full call for papers can be found at the journal's website at:

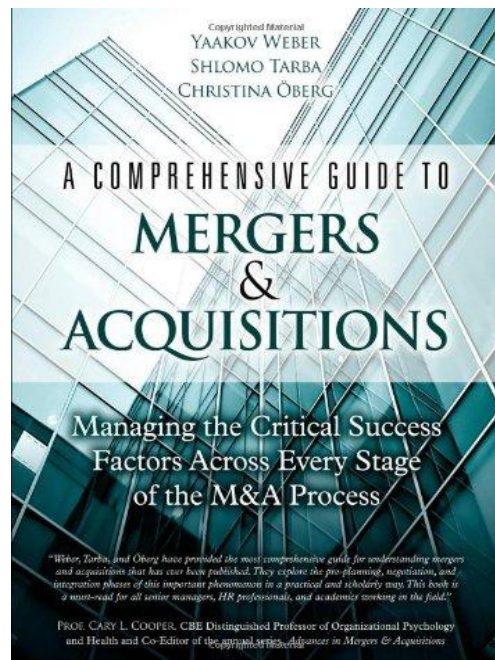
http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4644

New Book Launching

A Comprehensive Guide to Mergers & Acquisition

By Yaakov Weber, Shlomo Traba & Christina Öberg

Leverage today's most complete and practical framework for driving superior business value from mergers and acquisitions -- both domestic and international. *A Comprehensive Guide to Mergers and Acquisitions Management* focuses on critical success factors across every stage of the process, including planning, screening, negotiation, due diligence, transition management structures, post-merger integration, leadership and trust, cultural integration, HR practices, control, monitoring, and more. Authored by Yaakov Weber, an international expert in M&A management, strategic alliances, and strategic management, this book's uniquely interdisciplinary approach fully addresses both operational and cultural requirements, supporting participants in every role. Replete with recent examples and cases, it pays special attention to crucial strategic and behavioral linkages between pre- and post-merger stages, explaining why they are so important and how they can be managed to create maximum value. Throughout, Weber provides practical tools, tables, and figures that can help M&A implementers ensure best performance and achieve success where others have failed. As just one example, he provides proven instruments for analyzing cultural differences and the potential for synergy, and translating that potential into reality. For multiple audiences, including board members and top executives who must evaluate the strategic and financial issues associated with M&A; investment bankers, VCs, and other investors who must screen and select acquisitions; managers who must execute business combinations; consultants in strategy, HR, culture, and other areas; and faculty and students in executive education, MBA, and BA-level business programs.



Financial Times Press: December 2013.

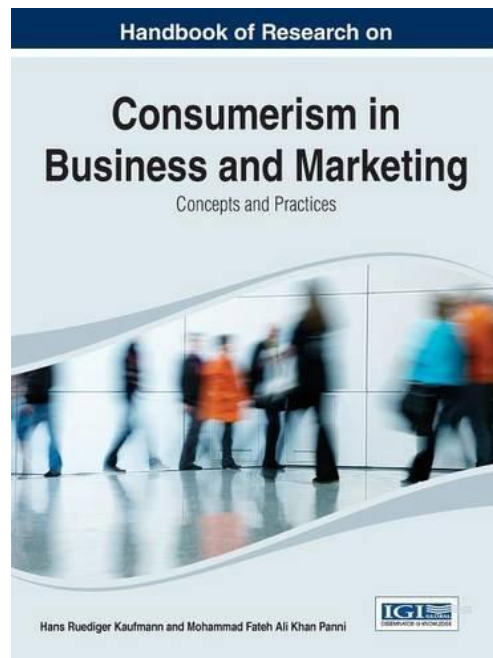
New Book Launching

Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices

By Hans-Ruediger Kaufmann & Mohammad Fateh Ali Khan Panni

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market.

Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers, students, and academicians.



IGI Global: March, 2014.

Latest News



Research and existing literature has evidently indicated that the international wine market has become (in the latest decades) international and the market environment highly competitive and fierce. The scientific contribution by scholars and scientists in the fields management, marketing and finance is becoming increasingly important.

Consequently, the EuroMed Research Business Institute (EU) is proud to announce a Scientific Partnership for a Postgraduate Course in “Wine Business” with the University of Salerno (Italy), in order to develop research projects, consulting opportunities and specific courses targeting the international wine industry.

For more information about the Course, please visit www.winebusiness.unisa.it or like www.facebook.com/winebusiness.

Latest News

Research Interest Committee Manager

In our aim to develop cross institutional cooperation, enhance research opportunities, support joint publication and promote funding application across institutions, in the region, we have introduced 8 years ago the Research Interest Committee (RIC) operational structure.

Specifically RICs operate within a framework to enhance the following:

- Cross-cultural studies, joint research, consulting, and fundraising.
- Encourage interaction between the business community and the academia.
- Develop joint programmes across institutions.
- Generate research input from and/or knowledge transfer with academic, corporate or governmental institutions.
- Disseminate research findings, new research areas, techniques and conceptual developments.
- Organize mini conferences/symposia/workshops/seminars.
- Support young researchers, junior faculty and doctorate students.
- Organize common educational programmes across institutions.
- Aid towards the economic development and peace in the region.
- Support and promote the overall aims of EMRBI and EMAB

Research Interest Committees are lead by a Chair who is responsible for its development, functionality and coordination.

Following discussions that were held at the annual Leaders' Meeting, that took place in Estoril, Portugal last September, it was decided that as from January 1st 2014 a RIC's Manager/Coordinator will be appointed. His role would be an instrumental one in leading, activating, guiding and motivating RIC Chairs to further develop cooperation within their respective RICs. At the same time, he will be providing his feedback and suggested changes to the board with regards to changes that ought to be made towards the better functionality of this important function.

In this extremely important role, Dr Riad Shams is appointed for next two years. Dr Shams (shamsriad@gmail.com) has completed his Professional Doctorate from the Central Queensland University, Australia in 2011. Alongside his part time teaching and research support role, he is commencing his sponsored PhD in the University of Newcastle, Australia in March 2014. He has ten years of academic and industry experience, and also published in peer reviewed papers.

Please join us in congratulating Dr Shams who will be contacting specific RIC Chairs and Members in due course.



Dr. Riad Shams

Latest News

Research Interest Committee *Organizational Behaviour*

We are delighted to announce that Dr Neil Moore, (n.moore@chester.ac.uk) has agreed to be the Chair of the Research Interest Committee (RIC) - Organizational Behaviour.



Dr. Neil Moore

Neil is a Senior Lecturer and Postgraduate Coordinator (PG Research) the University of Chester Business School, UK. He lectures, tutors and consults in a range of business and management areas. These include organisational behaviour, international business, management development, contemporary management issues in small and medium sized enterprises and sport management. His interest in business, management, organisational behaviour and sport led to his doctoral research into business management practices in the English professional football industry. He has also researched and published in a range of other areas including talent management, event management and

research methodology. He is currently a visiting lecturer and academic advisor in a number of higher education institutions in the UK and overseas. He is also an Associate Editor of the International Journal of Organizational Analysis.

Neil will be working with Professor Peter Stokes, University of Chester, UK (p.stokes@chester.ac.uk) to re-launch the RIC. With this in mind Neil and Peter would very much like to hear from colleagues who have ideas and suggestions as to how the RIC might be developed and also from those who would be willing to become involved in future developments. Neil and Peter look forward to meeting you at the 7th Annual EuroMed Conference in Kristiansand, Norway on the 18-19th September 2014.

Latest News

EMRBI official visit to the University of Salento, Lecce, Italy



Lecce is a city of multi-faced touristic attractions, cultural treasures, historic monuments and social and business opportunities. Its agribusiness activities, including its indigenous grape varieties, its local food, unique local recipes and sound olive oil production industry are only a few of the many prime examples and indisputable competitive advantages.

Professor Demetris Vrontis has visited (during 16-20th of November 2013) Italy and the University of Salento in Lecce after an invitation he received from Professor Amedeo Maizza, Dean of the Faculty of Economics. This is the first of a number of visits to follow in other universities in Italy, during 2014.



The visit was very important and it gave the opportunity between the two institutions to put strong foundations for a long lasting relationship; a relationship that would help materialize common academic and scientific goals and targets. Various official meetings took place including with the University Vice Rector (Prof. Vittorio Boscia), the

Director of the Department of Economics, the Mayor of Lecce, the President of the local Chamber of Commerce, the University's academic community and with business people. The visit ended up with a very well attended conference on Agro Business where Prof. Vrontis was invited to give a short key note address (a short video for the conference can be found at <http://www.salentoweb.tv/video/8236/web-marketing-industria-agroalimentare->).

A collaboration agreement and MOU will be shortly signed. Specific actions have already been agreed in the areas of Research Funding, Publications, Teaching and Niche Thematic Conference Organization.

EMRBI would like to thank the University of Salento for the excellent hospitality.



Latest News

EMRBI official visit to the University of Palermo, Sicily, Italy

Palermo is a Mediterranean city well known for its history, architecture and gastronomy. It is Sicily's cultural, economic and touristic capital, rich in history, culture, art, music, social and night life. A city well appreciated for its Romanesque, Gothic and Baroque churches, buildings and palaces.

Professor Demetris Vrontis visited, during the 10-14th of January 2014 the University of Palermo, following a kind in invitation from Dr Antonino Galati, Prof. Maria Crescimanno and Dr Dario Siggia. Dr Matteo Rossi, University of Sannio, also participated to the visit.



Various important meetings took place during the visit. This included meetings with the University's Vice Rector (Prof. Vito Ferro), the President of the Department of Agricultural and Forest Sciences (Prof. Ettore Barone) and with various other faculty members of the University. The visit ended up with a seminar on agribusiness.

It was a very important and fruitful visit. Many collaboration options, related to academic and scientific issues, were put forward. These include: a) building forces for applying for EU funded research projects, b) journal and book publication collaborations, c) signing Erasmus agreements between members, d) developing opportunities for teaching and consulting and e) working together to develop joint Master Degrees, with individual EMRBI university members, the first one being with the University of Nicosia.

EMRBI would like to thank the University of Palermo for the excellent hospitality and looking forward to putting the aforementioned plan into action.



Latest News



Feeling Younger by Getting Older

RICT Training 7th of September

Report prepared by Yioula Papakyriacou

The Target Group in Cyprus were Senior Citizens who are active in voluntary work, so apart from giving them ICT skills and make them feel younger, and being involved in the social and economic life and be in touch with their friends and relatives, they would be more productive as volunteers and more informed about their voluntary organizations.

Most of the trainees were members of the Rotary Club of Nicosia, the oldest and most prestigious Club in Cyprus, which is contributing to the welfare of thousands of people in Cyprus and abroad. The average age of the Club is 75, and a lot of time is wasted in communicating with the members through phone calls and faxes, as they are not computer literate, and cannot read the e-mails and newsletters produced by the President and the Board of the Club. Investing on the ICT skills of the volunteers would increase the productivity of the Club and the time earned will be invested in doing more projects or maintain the existing ones.

The overall scope, of the training, was to teach the delegates ICT skills which they would change their life, open new horizons and help them upgrade their performance as volunteers by using the internet, as a tool of communication, research and implementing their projects.



The training took place at University of Nicosia at the Computer Laboratory, in the presence of the members of EuroMed Research Business Institute, as coordinators, and the Youth Association as trainers.

(continue)

Latest News

The methodology used was the Intergenerational One to One Tuition, so each senior citizen had its own trainer, which at the beginning assessed the needs and expectations of each participant, as well as the level of his/her computer literacy, and then provided a tailored made training to reach his/her needs.

The Modules and Context of the training were the following:

- Surfing the Internet
- Make account with g-mail, e-mail
- Search engines
- Skype
- Paypal
- Pay Bills/Taxes on line
- Shopping on Line
- Book tickets and hotels on line
- Facebook and Social Media

The Results of the training, were the following: Apart of the academic immediate results, a great dynamic relationship was established between the students (50+) and the teachers (16+).

The two aspects of the training methodology: a) one to one tuition and b) youngsters teaching the senior citizens, has proved to be the best way of teaching ICT skills for these age groups.

There is a Request to continue the training on a regular basis, so that the students will have a continuous upgrading of their ICT skills.



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