



## EuroMed Newsletter

**Issue 006 - November 2012**



If you have any news you would like to have included in our next issue please submit details to editor.

# Editor's Note

I am delighted to welcome you to the sixth 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.

This issue also contains memories of the 5<sup>th</sup> Annual EuroMed Conference, organized by Les Roches-Gruyère, University of Applied Sciences and hosted by Glion Institute of Higher Education, October 4-5, 2012 in Glion-Montreux, Switzerland. It was a great pleasure for the Organising Committee to welcome all delegates; we trust that the 5<sup>th</sup> EuroMed Conference was an enjoyable and rewarding conference and, most of all; we hope that delegates had a pleasant stayed in Glion and Montreux!

We look forward to seeing you at the 6<sup>th</sup> Annual EuroMed Conference in Estoril, Lisbon, Portugal.

*Ruth*

## Contents

Editor's Note	2
Presidents' Corner	3
The 5 <sup>th</sup> Annual EuroMed Conference	4
The 6 <sup>th</sup> Annual EuroMed Conference	10
Call for Papers	12
Latest News	13

Editor: Ruth Rios-Morales (PhD)  
Les Roches-Gruyère, University of Applied  
Sciences  
CH 1630 Bulle, Switzerland  
Tel. 00 41 26 919 78 78  
Fax 00 41 26 919 78 79,  
email:[ruth.riosmorales@glion.edu](mailto:ruth.riosmorales@glion.edu)

# Presidents' Corner

---



**Prof. Demetris Vrontis**



**Prof. Yaakov Weber**

Dear members and associates,

The 5<sup>th</sup> Annual Conference of the EuroMed Academy of Business that took place in 2012 in Glion, Montreaux, Switzerland was a five star conference and an unforgettable experience.

The conference provided a unique international forum and facilitated the exchange of cutting-edge information through multidisciplinary presentations on building new business models for success through innovation, competitiveness and responsibility.

This year the conference attracted over 200 people from about 50 different countries. Academics, practitioners, researchers and doctoral students throughout the world presented and received feedback for their work. All papers and abstracts were double blind reviewed. The result of these efforts produced empirical, conceptual and methodological papers and abstracts in business related areas.

Many people and organizations are responsible for the successful outcome of the 5<sup>th</sup> Annual Conference of the EuroMed Academy of Business.

Special thanks go to the Conference Chairs (Dr Ruth Rios Morales and Dr Ian Jenkins), the Conference Organising Committee and the Faculty of Les Roches-Gruyere, University of Applied Sciences and Glion Institute of Higher Education, in Switzerland, for accomplishing an excellent job.

It is acknowledged that a successful conference could not be possible without the special co-operation and care of the Track Chairs and Reviewers for reviewing the many papers that were submitted to this conference. Special thanks to the Session Chairs and Paper Discussants for taking the extra time to make this conference a real success. We are also happy to announce that the 6<sup>th</sup> Annual conference will take place in Estoril, Lisbon, Portugal. Prof. Vitor Ambrósio (Conference Chair) and Estoril Higher Institute for Tourism and Hotel Studies have raised expectations at a presentation they gave during this year's conference gala dinner.

## **Professor Demetris Vrontis (PhD)**

*President, EuroMed Research Business Institute  
Editor, EuroMed Journal of Business  
Dean and Director, University of Nicosia, Cyprus*

## **Professor Yaavok Weber (PhD)**

*President, EuroMed Research Business Institute  
School of Business Administration  
College of Management Rishon, Lezion Israel*



# The 5<sup>th</sup> Annual EuroMed Conference

---

## The 5th Annual EuroMed Academy of Business Conference

October 4-5, 2012

**Organized by: Les Roches-Gruyère, University of Applied Sciences**

**Hosted by: Glion Institute of Higher Education, Glion-Montreux, Switzerland**



Les Roches-Gruyère, University of Applied Sciences was pleased to organize the 5th EuroMed Academy of Business Conference to celebrate the 50th Anniversary of its sister school, Glion Institute of Higher Education, the theme of which was “*Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility*”.

# The 5<sup>th</sup> Annual EuroMed Conference

---

We were honoured to have eminent keynote speakers H.E. Joseph Deiss, Professor Louis Brennan, Dr Max Schweizer, Dr Thomas Steiner; all of whom are well-known for being leader-representatives in the academia, business community and political sphere. We were also honoured to have Mr Laurent Wehrli, Lord Mayor of Montreux, who together with Dr Debbie Prince, Director General of Les Roches Gruyère-University of Applied Sciences, Prof Demetris Vrontis and Prof Yaakov Weber welcomed conference participants at the Open Ceremony. In addition to the keynote addresses, parallel sessions took place with different themes focused on international management, economics, marketing, innovation, technology, online business, tourism, wine business, finance and accountancy, risk management, and other issues of business significance.



Back row (left to right): Prof Vrontis, Dr Steiner, Mr Wehrli, Prof Brennan, H.E. Deiss, Dr Schweizer, Prof. Weber, Dr Jenkins  
Front row (left to right): Dr Prince, Dr Rios-Morales



# The 5<sup>th</sup> Annual EuroMed Conference

---



The EuroMed Academy of Business 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 this year have contributed significantly to the business knowledge base. The conference attracted leading scholars, business executives and politicians from all over the world; many participants travelled all the way from Peru, Japan, South Africa, Australia, Malaysia, China, India, the USA, UAE, etc.





# The 5<sup>th</sup> Annual EuroMed Conference

---



It was also of great pleasure for the Conference Organising Committee that the CBL (Craft Based Learning) team composed of GIHE students and faculty took part in the organisation of this conference. The CBL team provided support in different areas of this event. The CBL Team provided thematic lunches for both days at the *Belle Vue* Restaurant; the themes were as follows: “*Voyage autour du Monde*” and “*Goût de Terroir*”.





# The 5<sup>th</sup> Annual EuroMed Conference

---



The 5<sup>th</sup> Annual EuroMed Conference closed with a Gala Dinner and a Swiss cultural show at the Casino of Montreux. Authors with outstanding papers were awarded with prizes and Vitor Ambrósio, introduced the 6<sup>th</sup> Annual EuroMed Conference in a presentation. Prof. Vitor Ambrósio is the Conference Chair and lecturer at the Estoril Higher Institute for Tourism and Hotel Studies.





# Best Conference Student Paper Award

---

## LRG-UAS Best Student's Paper Award

Glykeria Karagouni received “the Best PhD student paper award” for the paper titled “Autotelic capabilities and their impact on technological capabilities: a focus on production technologies” at the 5<sup>th</sup> Annual Conference of the EuroMed Academy, organized by Les Roches-Gruyere, University of Applied Sciences and hosted by sister school Glion Institute of Higher Education in Glion-Montreux, Switzerland, 4-5 October, 2012.

The paper (co-authored with Aimilia Protogerou and Yannis Caloghirou) is a part of Glykeria's forthcoming doctoral thesis. Les Roches-Gruyere has further offered a prize of 1,000 Swiss Francs celebrating the 50<sup>th</sup> Anniversary of GIHE.



The paper seeks to delineate the emerging concept of autotelic capabilities and their impact on operational capabilities. Focusing on low-tech knowledge-intensive new-to-the-world venture creation, the paper suggests that autotelic capabilities are well-structured entrepreneurial dynamic capabilities which affect the building of technological capabilities and particularly the development of production technologies. Therefore they constitute higher-order strategic processes that generate, combine and configure the initial technological capabilities which will physically support the novel business idea and create strong initial competitive advantages.

Glykeria Karagouni is a Lecturer at the Department of Wood and Furniture Design and Technology of TEI of Larissa, Greece. She holds a Master at Mechanical Engineering and a Master at Modern Industrial Management. Currently she works on her PhD on Production Technologies, Knowledge-Intensive Entrepreneurship and Innovation in Low-Tech Sectors at the Laboratory of Industrial & Energy Economics, School of Chemical Engineering, National Technical University of Athens, Greece. Her main research interests focus on Entrepreneurship, Strategic Management, Innovation studies and Industrial Management.

# The 6<sup>th</sup> Annual Conference of the EuroMed Academy of Business

---

## Estoril, Lisbon, Portugal

23<sup>rd</sup> - 24<sup>th</sup> September 2013

The 6th EuroMed Conference will take place on the 23<sup>rd</sup> and 24<sup>th</sup> September 2013, in Estoril, Portugal, located about 20 kms from one of the most beautiful capitals of Europe, Lisbon.

Basking in a pleasant temperate climate all year round, the Estoril Coast offers visitors a variety of cultural and leisure activities.

For the 6<sup>th</sup> EuroMed Conference is booked/reserved the Palácio Estoril Hotel. Built in 1930, the Hotel retains many of the characteristics of that period. It has been updated over the years but without losing its combination of timeless, luxury and sophistication.

During the Second World War, due to Portugal's neutrality, the Palácio Hotel was the chosen home of numerous members of European royalty and was also the haunt of British and German spies, who could often be found in its bar. Later, these stories of intrigue and espionage inspired famous novelists and filmmakers and the Hotel served as the set for the James Bond movie "On Her Majesty's Secret Service".

Soon the site of the 6<sup>th</sup> EuroMed Conference will be available.

We look forward to welcoming you in Estoril, Lisbon, Portugal!





# Call for Track Chairs

---

## The EuroMed Academy of Business announces the 6th Annual Conference

### CALL FOR TRACKS AND TRACK CHAIRS

Estoril, Lisbon, Portugal  
September 23rd-24th, 2013

The EuroMed Research Business Institute solicits proposals for hosting specific tracks at the 6<sup>th</sup> Annual Conference of the EuroMed Academy of Business. Please note that all papers and abstracts accepted will be published in the Book of Proceedings (with an ISBN number) which is included in *ISI Conference Proceedings Citation Index* - an integrated index within [Web of Science](#). This prestigious distinction is given only to the most significant, in terms of academic excellence, conferences-conventions worldwide.

Prospective track chairs should submit a short description of subjects that will be included in their track. The proposed track should not be too general, but also not overly specialized, thus being able to attract a wide audience of people sharing similar interests. Proposals from industry are also encouraged and welcomed.

All track proposals will be reviewed by the Conference Organizing Committee with respect to the above criteria. The committee reserves the right to: (1) accept the proposal as it is, (2) recommend merging of similar proposals with a considerable overlap, or (3) reject the proposal.

Upon acceptance of a proposal, the track chairs will be notified of the timetable and related responsibilities. The deadline for track proposal submission is 21st of December, 2013. The acceptance of track proposals will be announced on the 2<sup>th</sup> of January 2013.

We expect all Track Chairs to start the review process at the beginning of April and submit decision letter late April 2013. The specific dates will be given later. Upon receiving all reviews, the track chairs are responsible to send them timely to the Director of Scientific Committee together with their recommendation on whether the paper should be accepted or rejected.

Track chairs will get a specific schedule for accomplishment of the review process. They will be responsible, among other things, for:

- Preparation of list of reviewers.
- Distributing papers/abstracts to reviewers with guidelines and evaluation forms (these will be provided by the EuroMed Academy of Business).
- Make sure that the review forms are returned back to them on time.
- Following the reviews, the track chairs are required to provide for each paper/abstract their own accept/reject recommendation .
- Submitting all recommendations by late April, 2013.

All proposals should be submitted electronically (in Microsoft Word format) to Dr. Evangelos Tsoukatos [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr) and [tsoukat1@otenet.gr](mailto:tsoukat1@otenet.gr)

For more information:

[http://unic.ac.cy/media/email/2012/business-school/Call\\_for\\_Track\\_Chairs-6th\\_Annual\\_EMAB\\_Conference.pdf](http://unic.ac.cy/media/email/2012/business-school/Call_for_Track_Chairs-6th_Annual_EMAB_Conference.pdf)

# Call for Papers - Conference

---

## **3<sup>rd</sup> International Conference**

**QUANTITATIVE AND QUALITATIVE METHODOLOGIES IN THE  
ECONOMIC AND ADMINISTRATIVE SCIENCES**

**23-24 MAY 2013**

**DATES OF CONFERENCE: 23-24 May 2013**

**CONFERENCE VENUE:  
TECHNOLOGICAL EDUCATIONAL INSTITUTION OF ATHENS  
ATHENS, GREECE**

**SCIENTIFIC COORDINATOR  
CHRISTOS C. FRANGOS**

**Professor of Quantitative Methods, Department of Business Administration,  
Technological Educational Institution of Athens  
Tel.+30-210-2833756, Mobile +30-6944-162376  
e-mail: [cfragos@teiath.gr](mailto:cfragos@teiath.gr)**

### **KEY NOTE SPEAKER**

**Professor DEMETRIS VRONTIS**  
Dean and Director, University of Nicosia  
President, EuroMed Research Business Institute  
Editor-in-Chief, EuroMed Journal of Business  
Website: <http://unic.academia.edu/DemetrisVrontis/About>

The title of his Opening Address will be: Publishing and Networking in Academia

### **1<sup>ST</sup> ANNOUNCEMENT AND CALL FOR PAPERS**

<http://www.teiath.gr/sdo/de/categories.php?mid=11307&lang=el>



# Latest News

---

## The EuroMed Journal of Business

The EuroMed Journal of Business, published by Emerald, with an acceptance rate of about 6%, is getting stronger and stronger. We are happy to announce to you today that our journal is currently ranked by:

- ANVUR (Italy)
- Norwegian Social Science Data Services
- BFI (Denmark)
- Australian Business Deans Council (ABDC) Journal Quality List
- Polish Ministry of Science and Higher Education

It is also Indexed and Abstracted in:

- EconLit
- Cabell's Directory
- Electronic Collections Online
- Zetoc (British Library)

More information can be found at: <http://www.abdc.edu.au/download.php?id=37929,242,1>

Finally EMJB is a member of and subscribes to the principles of the [Committee on Publication Ethics](#).



### **EuroMed Research Business Institute and University of Nicosia**

The EuroMed Research Business Institute and the University of Nicosia have joined forces to offer Postgraduate Programmes (MA, MBA, DBA, PhD etc) around the globe. Most of the programmes are also available on-line.

Universities, Colleges or individuals that would like to collaborate with us or to support our efforts, are kindly asked to contact Professor Demetris Vrontis at [vrontis.d@unic.ac.cy](mailto:vrontis.d@unic.ac.cy)

# Latest News

---

## Research Success for EMRBI **Feeling Younger by Getting Older**

The Euro-Med Research Business Institute and the EuroMed Research Centre [www.emrbi.com](http://www.emrbi.com) are proud to announce the approval of EU project “Feeling younger by getting older” (FYGO), which will be funded under Grundtvig, a sub-programme of the Lifelong Learning Programme.

The project consortium is composed of 15 partners located in Italy, Turkey, the United Kingdom, the Netherlands, Finland, Slovakia, the Czech Republic, Romania, Poland, Greece, Lithuania, Portugal, Norway, Cyprus and Bulgaria. The diversification of partners truly adds to the European and cross-cultural dimension of the project idea.

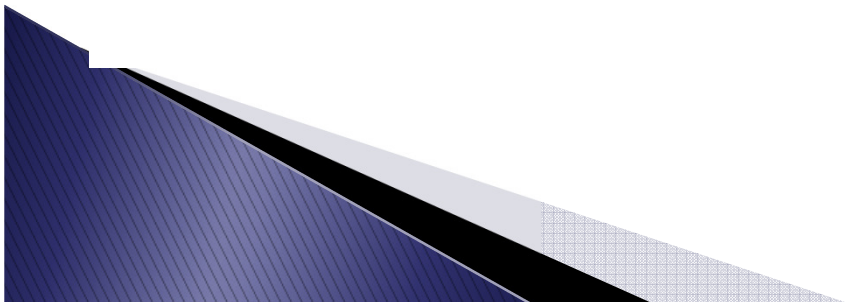
The project’s objectives are to promote the creation of a culture of active ageing as a lifelong process; to ensure that the rapidly-growing population comprised of people who are currently in their late 50s and over have good opportunities for employment and active participation in social and family life and to involve young generations in these activities.

The above will be carried out via different activities such as:

- Research and collection of good practices about the above mentioned topics;
- Meetings among the partners, and all the subjects involved in the project's field;
- Creation of some elder-friendly guidelines to approach internet resources (an e-book);
- Creation of an internet platform about the shared experiences.

The project signals a success for EU research projects within EMRBI and EMRC.

I would like to thank the Institute’s Research and Scientific Committee as indicated on the website [http://www.emrbi.com/main.asp?sel\\_nav1=195&sel\\_nav2=184&cat=site](http://www.emrbi.com/main.asp?sel_nav1=195&sel_nav2=184&cat=site)





# Latest News

---

## Research Success for EMRBI The CCMIP July 2013

It is that with great pleasure we inform you that the application for an ERASMUSIP 2013 Summer School on the “Cross-Cultural Management” (CCMIP) won the funding from IDEP Cyprus, under the LLP ERASMUSIP programme of the European Union.

The application was awarded to the European University Cyprus ([www.euc.ac.cy](http://www.euc.ac.cy)) under the coordination of Dr. Simona Mihai Yiannaki.

The CCMIP is an initiative of the EuroMed Research Business Institute ([www.emrbi.com](http://www.emrbi.com)) and it was successfully run by TEI- Crete in Greece and in Finland-Vaasa (by VAMK University) for three consecutive years since 2010.

Target groups

Direct target groups are first (BA) and second (MA) cycle students, enrolled in partner institutions.

Budgetary details will follow suit shortly.

Estimated participants are from the following 10 Universities, in alphabetical order:

1. Albstadt-Sigmaringen University, Germany- Prof.Lutz Sommer

2. European University, Cyprus- Coordinating Institution for CCMIP2013

Dr. Simona Mihai Yiannaki –Programme Coordinator

Dr. Elmos Konis and Dr. Despina Marouchou,

3. Leeds Metropolitan University, UK

Dr. Niki Kyriakidou

4. University of León, Spain

Dr. Ana Belen Garcia-Gallego

5. University of Nicosia, Cyprus

Dr Rudi Kaufmann, Dr. Lola Sánchez Bengoa

6. Ramon Llull University, Barcelona, Spain ( to be replaced by a Norwegian University)

Prof. Simon Dolan, member of the Scientific Advisory Board

7. Technological Educational Institution of Crete, Greece

Prof. Dr. Fotini Psimarni – Voulgaris, Dr. Evangelos Tsoukatos, and Dr. Yiannis Aikaterinides.

8. University College of London, UK

Dr. Satu Teerikangas

9. Vaasa University of Applied Science, Finland

Prof. Dr. Tauno Kekäle

10. Vilnius University

Dr. Erika Vaiginiene,

And Prof. Yaakov Weber from College of Management, and Prof. Demetris Vrontis from University of Nicosia, co-presidents EMRBI and members of the Scientific Advisory Board.

The content of this page is the sole responsibility of the publisher.  
The European Commission is not liable for any use that may be made of the information herein.

# Latest News

---

## Chair AG2R La Mondiale

### Finance Reconsidered : Investment, Solidarities, Responsibility

**Prof. Bernard Paranque**

Euromed Management's AG2R LA MONDIALE Chair "Finance Reconsidered: Investment, Solidarities and Responsibility" has been launched in 2008. The Chair's objective is to build and develop a modern and responsible approach to finance, reflecting the two partners' societal views. The main issue at stake is to identify how the management of capital held by AG2R LA MONDIALE on behalf of their beneficiaries, can become a source of new practices and new products, meeting the demands of all the stakeholders.

Articles :

« How to enhance value? A comparative approach between marketing and finance », avec Bernard Cova, *Global Business and Economics Review* (forthcoming).

« La nécessité d'une alternative à la création de valeur actionnariale ? » *Économie et Société*, série « Entreprise et finance », KF, n°1, 11/2010, p. 1721-1744.

« The individual-collective dialectic in management sciences: A re-reading based on the interpellation of finance from a marketing standpoint » avec Bernard Cova in « After the Crisis: Rethinking Finance » (2010) Thomas Lagoarde Eds, chapter 4.

« Brand value and value creation versus value destruction: the relationship between consumers, marketers and financiers », avec Bernard Cova, *Journal of Brand Management* (2012).

« Coopératives et Gouvernance : modernité ou archaïsme ? » avec Caroline Bouchon, Benoît Michard, Anthony Plasse ; *Annals of Public and Cooperative Economics*, Volume 83, No 3.

« Cooperatives - Saviours or Gravediggers of Capitalism? The Case of the John Lewis Partnership » avec Hugh Willmott (Cardiff Business School), Boston CMS workshop, juillet 2012

Thesis :

- Omer Farooq : "Corporate social responsibility and stakeholder relationships: different perspectives and new avenues of research" , juin 2011.

- Elias Erragragy : « Comportements, Stratégies et Performance de l'Investissement Socialement Responsable ». Direction : Jean Louis Reiffers et Bernard Paranque.

- Sonia Penniacchotti « Economie informelle, systèmes de protection sociale et responsabilités. Etude de la filière fruits et légumes au Maroc ». Direction : Claire El Moudden (CREM – Université de Caen) et Bernard Paranque.

Research programs:

Finance and Sustainability 2012-2015 : « Financement des entreprises de l'ESS (Economie sociale et solidaire) et gouvernance ».

Social Economy, Responsible Investment and Insurance - ESIRAMed : The object of this convention is to study the entire chain of social protection, from the businesses (and their need for financing) generating income that can be saved for the purpose of social protection, to the institutional organisation of social protection in the Mediterranean. Its purpose is to identify the stakes involved in the financial management of available funds and the need for banking products tailored to the populations. Moreover, it should help to define the criteria for the eligibility and support of projects carried by Ethomed which, amongst other objectives, seeks to rise and meet the challenges of social protection, an essential component of collective well-being. CREM –CNRS de l'université de Caen-Basse-Normandie, EUROMED Management (Marseille), le CREAD (Alger), l'Université Mohamed V (Rabat), LEGI de l'Ecole polytechnique de Tunisie (Tunis).



# Latest News

---

## **2012/2013 Emerald/EMRBI Business Research Award for Emerging Researchers**

Emerald Group Publishing Ltd and the [EuroMed Research Business Institute](#) (EMRBI) are delighted to invite paper submissions to the 2012/2013 Emerald/EMRBI Business Research Award for Emerging Researchers.

The Award-winning paper will receive a cash prize of €1,500 (or currency equivalent), a certificate, a winner's logo to attach to correspondence, and publication in the EuroMed Journal of Business as a full paper. Runners-up will also be considered for publication.

In addition, authors of the winning entry and those of up to ten highly commended papers will receive a complimentary 12-month membership of EMAB (EuroMed Academy of Business; the Academy under EMRBI that deals with memberships), which will include an online subscription to the EuroMed Journal of Business.

To be eligible for the Award, the research must address the environmental opportunities and threats, or marketplace developments and trends, in the European-Mediterranean region.

In an effort to promote and reward research from new researchers, the Award is open to any researcher who has undertaken a doctoral degree program in the past 5 years.

For more information and details of submission requirements please visit:

<http://www.emeraldinsight.com/research/awards/euromed.htm>

The closing date for receipt of applications is 1 July 2013.

Although you may not be eligible to apply, we would encourage you to pass on this message using social networks and LISTSERVs. These prestigious Awards can provide a great fillip to emerging researchers.

If you have any questions regarding the award please do not hesitate to contact us at:

Emma Stevenson, Service Development Executive

Emerald Group Publishing Limited, Tel +44 (0) 1274 785198 or [ESTevenson@emeraldinsight.com](mailto:ESTevenson@emeraldinsight.com)

# Latest News

---

## Emerald Outstanding Paper Award

Prof. Demetris Vrontis, Dr. Alkis Thrassou and Dr. Matteo Rossi are the winners of the Outstanding Paper Award for Emerald Group Publishing Limited. The authors obtained this prize for their article entitled “Italian Wine Firms: Strategic Branding and Financial Performance” published in 2011, in the *International Journal of Organisational Analysis*, Vol. 19, No. 4, pp. 288-304.

Every year Emerald invites each journal's Editorial Team to nominate what they believe has been that title's Outstanding Paper and up to three Highly Commended Papers from the previous 12 months. The award winning papers are chosen following consultation amongst the journal's Editors, Editorial Team and publishers, many of whom are eminent academics or managers.

*The paper, co-authored by Vrontis, Thrassou and Rossi has been selected as one of the most impressive pieces of work throughout 2011. It was awarded as the Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012.*

*Demetris Vrontis* is Professor of Marketing and Dean and Director at the University of Nicosia in Cyprus. He is the Editor-in-Chief of the EuroMed Journal of Business (EMJB) and the President of the EuroMed Research Business Institute (EMRBI). His prime research interests are in strategic marketing planning, branding and marketing communications; areas in which he has widely published in over 70 refereed journals and 16 books and gave numerous presentations in conferences around the globe.

*Alkis Thrassou* is an Associate Professor of Marketing at the University of Nicosia, Cyprus. He has undertaken significant research in the fields of strategic marketing, services and consumer behavior; and his work has been published in many highly esteemed scientific journals.

*Matteo Rossi* is an Assistant Professor of Corporate Finance at the University of Sannio, Italy. His prime research interests are on corporate finance, wine marketing, local development, innovation systems and business strategies; areas in which he has published book chapters, scientific papers, and national and international conference proceedings.



# Latest News

## New Book Launching

---

### Handbook for Research on Mergers and Acquisitions

*Edited by Yaakov Weber*

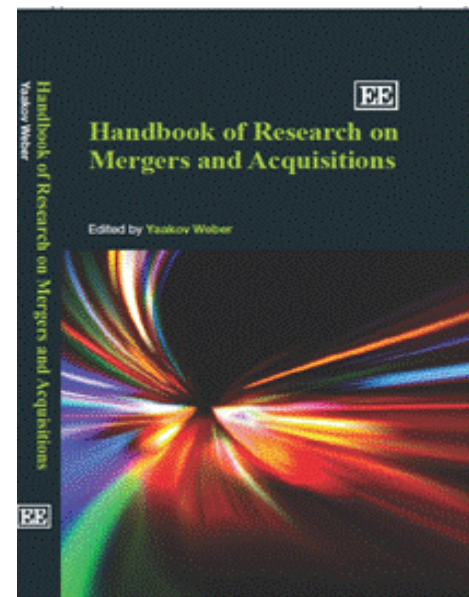
The Handbook explores how underlying concepts and methodologies can make an important contribution towards understanding M&A and their performance. This authoritative volume presents research that incorporates multidisciplinary, multi-level, multi-stages and cross cultural modes and analyses, and also focuses on such issues as process-content, knowledge transfer, due diligence, performance measures, communication, trust, grief, integration approaches, individual values, and change management.

Scholars interested in research on strategy as well as Masters and PhD students on mergers and acquisitions courses will find much of value in this compilation.

Comprehensive Guide for Mergers and Acquisitions Management, *Financial Times*

The book focus on all stages of both domestic and international M&A process, including negotiation. It pays essential attention to the LINKAGE between pre- and post-merger stages. This linkage is crucial to M&A performance, yet, neglected by most, if not all, books on M&A. It directed to executives and managers. The book will have interdisciplinary approach that combines points of view and data from various disciplines and will integrate them.

In addition to essential issues such as calculation of synergy potential, steps of due diligence, etc., the book will presents material relevant to performance on such neglected issues as integration approaches, negotiation, planning, leadership, strategic choices, trust, knowledge transfer, identity, HR practices, and relevance of organizational and international culture to those issues.



Edward Elgar publishing, January 2013

# Latest News

## New Book Launching

---

### **Customer-Centric Marketing Strategies: Tools for Building Organizational Performance**

*Edited by Rudi Kaufmann and Mohammad Fateh Ali Khan Panni*

As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer-centric policies. Scheduled to release in November, *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance* provides a more conceptual understanding on customer-centric marketing strategies as well as revealing the success factors of these concepts. This book will discuss how to improve the organization's financial and marketing performance.

#### About IGI Global

Established in 1988, IGI Global, headquartered in Hershey, Pennsylvania (USA), with an office in Vancouver, British Columbia (Canada), is a leading academic publisher of books, journals, encyclopedias, teaching cases, proceedings, and databases. Offering premier and peer-reviewed content to international researchers, librarians, and universities, their publications focus on the utilization and management of information science and technology in areas such as: education, social science, library and information science, healthcare, business management, public administration, computer science, and engineering. More information at: [www.igi-global.com](http://www.igi-global.com).

Follow us on Twitter and Facebook to receive updates from IGI Global.

Order inquiries may be directed to: 717-533-8845 x100, to [cust@igi-global.com](mailto:cust@igi-global.com), or to book wholesalers or journal subscription agents.



**IGI Global – October 30, 2012–**

# **EuroMed Newsletter**

ISSN 1986-2253

Published by EuroMed Press

