



## EuroMed Newsletter

Issue 004 - October 2011



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 forth 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 will contain news, reports and other events taken place among the EMRBI community.

The EuroMed Newsletter depicts the evidences of the EMRBI's strength and growth. Since its establishment, the EMRBI has been creating and disseminating business knowledge by research, teaching, training, and consulting to researchers, universities, and businesses (private and public), governments and other organizations and students.

Again, we would like to encourage members to submit their news. Your contributions will help keep the EMRBI in tune and in touch with each other. Further, they convey and contribute in promoting, in a potent way, how we continuously enhance ourselves in the vital spheres of teaching, research and social service.

*Ruth*

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# Presidents' Corner

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**Prof. Demetris Vrontis**



**Prof. Yaavok Weber**

Dear members and associates,

We are very happy that we are approaching to the date of our 4<sup>th</sup> Annual Conference of the EuroMed Academy of Business. It is time to meet again and make our strategic planning for the new academic year ahead. It is also time to meet and network, exchange research ideas for collaboration both on an individual and organizational level.

As most of you remember, our first Annual Conference was organized in Marseilles, France, the second one in Salerno, Italy and the third one in Nicosia, Cyprus. This year, the conference is hosted by the Technological Educational Institute of Crete and will take place at Porto Elounda Resort in Elounda, in Crete, Greece, during the 20<sup>th</sup> and 21<sup>st</sup> of October. We are also happy to announce that on Saturday the 22<sup>nd</sup> all conference participants and accompanied people will be offered a complimentary day excursion to Spinalonga Island, a kind gesture of the Municipality of Agios Nikolaos .

We have received up to now more than 150 registrations from about 40 different countries and this number is increasing every day. A number of Key Note speeches (both Academic and Industrial) are also planned and organised.

As you are aware, all accepted papers and abstracts will be published in the Book of Proceedings entitled *Business Research Challenges in a Turbulent Era*, which is approved for inclusion in the [Conference Proceedings Citation Index](#) - an integrated index within [Web of Science](#). This distinction is given only to the most significant, in terms of academic excellence, conferences-conventions worldwide. Also, we are glad to inform you that we have secured an ISBN number for the 2011 Book of the proceedings (ISBN: 978-9963-711-01-7).

# Presidents' Corner

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In addition, in our aim to make your participation to the EuroMed Conference more productive, we have managed to secure a number of journal guest editions for the publication of the best conference papers. These are the following:

1. [EuroMed Journal of Business - EMRBI's official Journal](#)
2. [Service Business: An International Journal](#)
3. [California Management Review](#)
4. [Global Business and Economics Review](#)
5. [International Journal of Computational Economics and Econometrics](#)
6. [International Journal of Technology Marketing](#)
7. [Journal of General Management](#)
8. [Journal of Global Responsibility](#)
9. [Journal of Transnational Management](#)
10. [Journal of Promotion Management](#)
11. [World Review of Entrepreneurship, Management & Sustainable Development](#)
12. [Journal for International Business and Entrepreneurship Development](#)
13. [International Journal of Law and Management](#)
14. [Journal of International Trade Law and Policy](#)
15. [Journal of Human Resource Costing & Accounting](#)
16. [VINE – The journal of information and knowledge management systems](#)
17. [Corporate Communications: an International Journal Measuring Business](#)

Last but not least, we would like to thank the Conference Chairs, Dr Evangelos Tsoukatos and Prof. Fotini Voulgari, and the Organising Committee for their contribution and hard work. Their motivation and proactive approach to planning and organisation predetermine a very promising conference.

Looking forward to seeing you again at the 4<sup>th</sup> Annual Conference of the EuroMed Academy of Business in Crete.  
Best regards,

**Professor Demetris Vrontis (PhD)**

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

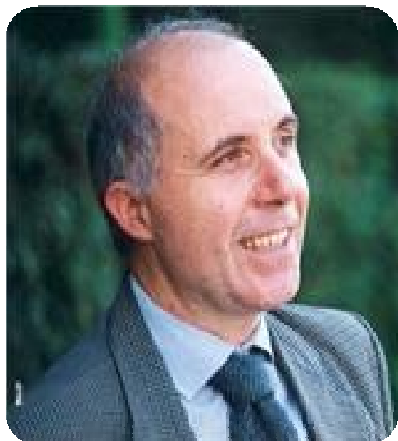
*Dean, School of Business, University of Nicosia*

**Professor Yaavok Weber (PhD)**

*President, EuroMed Research Business Institute  
Chair, Strategy and Enterprise  
School of Business Administration  
College of Management Rishon, Lezion Israel*

# The Annual EuroMed Conference

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## Addressing the Conference Prof. LUIGI TROIANI

**Professor Luigi Troiani** is Secretary General of Euro-Med TDS (Euro-Mediterranean Trade, Distribution and Services Initiative), consisting of 23 national Chambers of Commerce in Europe and in the Mediterranean, and 4 national European business confederations. Prof. Troiani also is the CEO of Eumed Tradenet Ltd, a company which manages the IT supply / demand platform for the Mediterranean Chambers of Commerce. He is also professor of “International Relations”, Pontifical University of St. Thomas, Rome, professor of “International Economics”, Pontifical University of St. Thomas, Rome, member of the Scientific Committee of the “National Observatory of Italian Fisheries”, Weekly Columnist in the newspaper "America Oggi", New York, Board Member of Emra, European Association for Modern Food, based in Brussels, Board Member of ATRI, Association of Travel Retail Italy and Alternate Vice President of ETRC, European Travel Retail Conference

Professor Luigi Troiani's former positions included: Associate Researcher, Harvard University, Center for European Studies, Advisory Committee member of ICE, Italian Institute for Foreign Trade, Scientific Committee Member of ICE, Italian Institute for Foreign Trade, Delegate of International Relations at Unioncamere, the Italian Union of Chambers of Commerce and Agriculture, Head of International Relations at Confcommercio, Italy, among other positions.

The following are Prof. Troiani's recent publications:

- Regionalismi economici e sicurezza (Economic Regionalism and Security), F. Angeli, 2000
- Italia e Mediterraneo: le occasioni dello sviluppo (a cura) (Italy and Mediterranean: the opportunities of development (ed.)), Il Mulino, 2000
- Guerra e relazioni internazionali, in “Sulla guerra”, a cura del Gruppo Filosofi di Gallarate (War and international relations, in "On War", ed. by the Group of Philosophers of Gallarate), Edizioni Padova, 2006
- Morire di fame nel XXI secolo, (a cura) (Dying of hunger in the XXI Century (ed.)), Agrilavoro edizioni, 2008
- Cittadinanza e diritto al voto, (coautore) (Citizenship and the right to vote, (co-author)), State University New York, 2009
- A Sud del Mediterraneo (coautore) (South of the Mediterranean (co-author)), Agrilavoro, Roma, 2011



# The Annual EuroMed Conference

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## Sponsors and Supporters



# The Annual EuroMed Conference

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## LRG-UAS Best Student's Paper Award

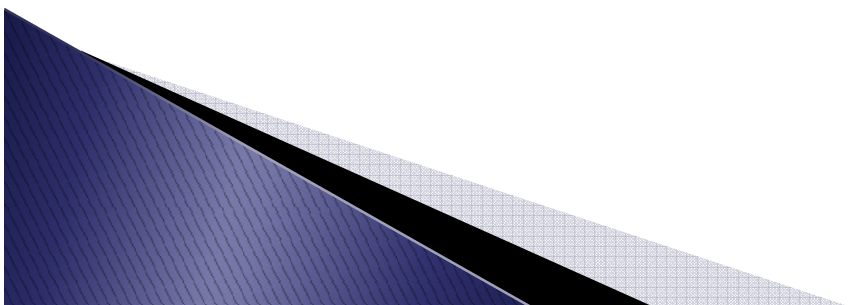
Les Roches- Gruyere, University of Applied Sciences (LRG-UAS) is pleased to offer an annual prize of 1,000 Swiss Francs (or currency equivalent) for the Best Conference Paper by Doctoral Students presented at the 4th Annual Conference of the EuroMed Academy of Business. LRG-UAS is pleased to work in partnership with the EuroMed Research Business Institute (EMRBI) encouraging and supporting young researchers.

The Research Units of LRG-UAS (STAR & SHARE) seek to provide distinctive tourism, hospitality and business research in a shifting and challenging market environment. Its aspiration is to improve the quality and experience of both providers and customers within the industry. It endeavours to foster research between industry and academia, provoking environmental change and modifications to the tourism market. Its ultimate mission is to ensure a sustainable and profitable future for tourism and hospitality products.

Selection of best and three highly commended student papers will be based on the following criteria:

1. Applicants should currently be Doctorate students (e.g. PhD, DBA, DProf).
2. Applicants should submit a full paper by July 1<sup>st</sup> 2011, to any of the conference tracks.
3. A cover letter, supporting the application, should be sent together with a short CV

All short-listed papers will receive certificates, at the award ceremony, and will be accepted for presentation at the conference and publication in the book of proceedings.



# Call for Conference Venue

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## Call for Conference Venue Proposal

While we are all looking forward to the next Conference of the EuroMed Academy of Business, we would like to look timely ahead for planning for the following conferences.

We would therefore like to encourage suitable and dedicated potential hosts for future Conferences to submit a letter of intent to Dr. Rudi Kaufmann [Kaufmann.r@unic.ac.cy](mailto:Kaufmann.r@unic.ac.cy)

Please consider hundreds of participants and presentations over two-three days, and thus, please refer in your letter to some preliminary conditions about your university dedications to this conference such as administration (for example, committees and members), logistics (rooms for presentations, possible hotels for accommodation, tourist sites, transportation if necessary), Gala dinner, etc.

The University's benefits of hosting the conference are manifold:

- Enhancing international academic reputation by conference organization and publication of conference proceedings. EMRBI advertises the host institution to academic and professional institutions and also through its website banners.
- Strengthening the network with academic peers implying ongoing future co-operation (i.e. research projects, exchange programs)
- Getting access to journal publications (see list in current Call-for-Papers)
- Free University membership for one year (see benefits as well as value of 1850 Euros)
- Promoting the host/organising institution in the regional and international academic environment
- Promoting the organizing institution in local media (TV, Radio, Published Media) and business/professional environment
- Creating awareness and reputation to local partners (i.e. industry, government, local community) via workshops being an integral part of the conference
- Recruiting and training Doctorate students via Doctorate workshops being an integral part of the conference

Shortlisted institutions will be approached at a later stage for visiting the premises and finalizing the details for the conference organization.

We are looking forward to receiving your letter of intents for hosting one of the forthcoming Conferences of the EuroMed Academy of Business.



# The EuroMed Journal of Business

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*EuroMed Journal of Business* now uses ScholarOne Manuscripts for online submission and tracking. ScholarOne Manuscripts is an internet based, intuitive and author-friendly interface for submitting articles to Emerald journals. Online submission facilitates a fast and efficient publication service and provides the author with the ability to track their paper through the review process.

Authors will need to create an account for *EuroMed Journal of Business*, even if they have an account on a different journal. Please see the instructions below explaining how to register. Then follow the on-screen guidance which takes you through the submission process.

## Registering on ScholarOne Manuscripts

- Log on to <http://mc.manuscriptcentral.com/emjb>
- Click on the create account link at the top right of the screen.
- Follow the on-screen instructions, filling in the requested details before proceeding
- Your username will be your email address and you have to input a password of at least 8 characters in length and containing two or more numbers
- Click 'Finish' and your account has been created

## Submitting an article on ScholarOne Manuscripts

- Once Registered go to <http://mc.manuscriptcentral.com/emjb> with your username and password. This will take you through to the Welcome page.
- (To consult the Author Guidelines for this journal, click on the Home Page link in the Resources column).
- Click on the Author Centre button.
- Click on the 'submit a manuscript' button which will take you through to the Manuscript Submission page.
- Complete all fields and browse to upload your article.
- You must upload a minimum of 2 files – your article file (with NO author details) and a separate title page (with all author contact details). This journal operates a double blind peer review process.
- When all required sections are completed, preview your .pdf proof.
- Submit your manuscript.

Guidance can be found on the Emerald ScholarOne Manuscripts Support Centre (<http://msc.emeraldinsight.com>).

If you are unable to find the answer you are looking for please e-mail [manuscriptcentral@emeraldinsight.com](mailto:manuscriptcentral@emeraldinsight.com) for assistance.

When your paper is successfully submitted you will receive an email indicating that your paper has been received together with its unique identity number. This means that The Editor, Publisher, and Reviewers will be able to process your paper in addition to you being able to track your paper at each stage of the publishing process.

# The EuroMed Journal of Business

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**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:

- Norwegian Social Science Data Services
- BFI (Denmark)
- Australian Business Deans Council (ABDC) Journal Quality List

It is also Indexed and Abstracted in:

- 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](#).

**Due to the efforts of Dr Rotem Shneor (our EMRBI country Director for Norway) the EuroMed Journal of Business is now recognized as an academic points accrediting publication by the Norwegian Social Science Data Services (NSD).**

**Merited to the efforts of Polymeros Chrysochou our EMRBI country Director Australia, the EuroMed Journal of Business is now recognized for ABDC list.**

**The EMRBI community sincerely thanks Rotem and Polymeros, and encourages all to do the same at your local recognition/ranking/accreditation bodies.**

## **ISI Conference Proceedings Citation Index- A Distinction for EMRBI**

**The Books of Proceedings of the EuroMed Conference** ([http://www.emrbi.com/main.asp?sel\\_nav1=154&sel\\_nav2=165&cat=site](http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site)) have been approved for inclusion in ISI Conference Proceedings Citation Index - an integrated index within [Web of Science](#).

**According to Thomson Reuters:** ISI Conference Proceedings Citation Index, accessed via Web of Science, helps researchers access the published literature from the most significant conferences conventions worldwide. This resource offers a complete view of conference proceedings and their impact on global research, letting you use cited reference searching to track emerging ideas and new research beyond what is covered in the journal literature.

# Call for Papers

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## Higher Learning Research Communications

### *Special Issue on “Tourism, Hospitality and Leisure in a Globalized World”*

**Guest Editors: Ruth Rios-Morales, Ian Jenkins & Alain Imboden of Les Roches-Gruyère, University of Applied Sciences, Switzerland and Glion Institute of Higher Education.**

In the era of globalization, the economic contribution of the tourism, hospitality and leisure industry to the world's GDP is significant. Tourism represents one of the main sources of income for many countries; tourism creates jobs, enhances exports and contributes to the economic welfare of the host country. Although the contribution of tourism, hospitality and the leisure industry in the era of globalization has been broadly recognized, there are also numerous challenges facing the industry. The Journal of Higher Learning Research Communications is calling for papers for a special issue to celebrate the *50<sup>th</sup> Anniversary of Glion Institute of Higher Education*. This special issue seeks papers that will contribute to the understanding of recent developments in this industry as well as strengths and weaknesses, threats and opportunities for the tourism, hospitality and leisure industry in the globalized world.

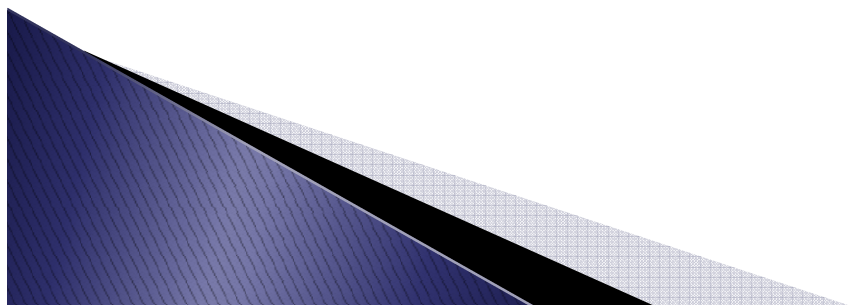
Topics of interest include, but are not limited to, the following:

- Strengths and weaknesses, threats and opportunities for the tourism, hospitality and leisure industry
- Governmental policies promoting tourism
- Sustainability in the tourism, hospitality and leisure industry
- Entrepreneurship and business models in the tourism, hospitality and leisure industry
- New strategies in the tourism, hospitality and leisure industry
- Investment in the tourism, hospitality and leisure industry
- Innovation in the hospitality industry– local, regional and global

Manuscripts and correspondence should be submitted via e-mail, by March 30<sup>th</sup>, 2012 to either:

**Dr. Ruth Rios-Morales:** [ruth.riosmorales@glion.edu](mailto:ruth.riosmorales@glion.edu)

**Dr. Ian Jenkins:** [ian.jenkins@glion.edu](mailto:ian.jenkins@glion.edu)



# Latest News

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## A new era of doing business



ExpoGlobalOnline.com is an innovative new business resource that leverages the power and reach of the Internet to deliver a simple, cost-effective information and virtual exhibition solution to the international community coupled with a worldwide B2B directory that offers a wealth of information not available anywhere else.

This project has the full governmental support of the Cyprus Ministry of Commerce, Industry and Tourism and the Cyprus Chamber of Commerce and Industry.

Subscribers to the online directory of ExpoGlobalOnline.com will have access to a truly global marketplace of information as well as enjoying participation in the virtual exhibition technology of BusinessGlobal.com.

The site offers a unique interactive environment that supports more than 180 interconnected national/regional trade showcases, each presented as a comprehensive business information source and virtual trade exhibition that is accessible 24 hours a day, seven days a week.

Expo Global Online heralds a new and exciting era in international cross border trade and commerce – a new way of doing business and the future of the global economy.

# Latest News

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## Research Fellowship Award



The EuroMed Academy of Business will recognize excellent academic achievements of members by granting fellowship awards. These awards will be granted to active members for performance and achievement.

Members will be able to use it in various occasions, such as in business cards, in published papers, etc. Detailed guidelines of the elements included under Research & Publications, Scholarly Work, Teaching & Consulting and Service and Contributions are provided in the following website:

<http://www.emrbi.com/photos/uploads/research%20fellowship.pdf>

### **Associate Research Fellow**

The candidate should show potential for research, teaching, consulting and scholarly work excellence.

### **Research Fellow**

The candidate should have a high level of competence in research in the relevant academic field, should have demonstrated significant research, teaching, consulting and scholarly work leading ideally to international recognition in his/her field and show promise of continued productivity, and competence to direct and promote research.

### **Senior Research Fellow**

In addition to having the requirements for the Research Fellow rank, the candidate should have established international reputation for research, scholarly work and a distinguished record of teaching and consulting.

The EuroMed Academy of Business is honored to announce to you (in alphabetic order) the first Associate Research Fellows of the Academy as approved by the EMRBI's Research Scientific Panel:

- Prof. Ilan Alon, Rollins College and Harvard University, USA
- Prof. Peter Stokes, University of Chester, UK
- Dr Alkis Thrassou, University of Nicosia, Cyprus
- Dr Evangelos Tsoukatos, Technological Educational Institute of Crete, Greece
- Prof. Aharon Tziner, The Academic College of Netanya, Israel



# Latest News

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## New research group: "Multinational management and global HRM"

Its mission:

*The research group aims at conducting research in the following areas of multinational management and global HRM:*

- *How HR practices are transferred within multinational companies.*
- *How HR practices are adapted to local contexts of subsidiaries.*
- *How home country and host country factors affect HR practices of MNCS.*
- *How MNCs control their subsidiaries.*
- *How HR practices vary across the Euro-Mediterranean region.*

Papers and projects about the above mentioned topics are most welcome. A mega-project about HR practices across the Euro-med region will be launched by members of the group within the next two years and hopefully to be funded by the EU.

Every EMRBI member is invited to send any suggestion, new idea, and/or proposal that fits within the scope of this group

For more details, please look at EMRBI website: [www.emrbi.com](http://www.emrbi.com)

# Latest News

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## Workshop & Symposium

EuroMed Research Business Institute & PRAXIS/HELP-FORWARD Network invite you to participate in a workshop & symposium on Research Proposals: Funding Opportunities, submission and Implementation Challenges during the 4th Annual Conference of the EuroMed Academy of Business that will be held in Elounda, Crete on the 20th and 21st October 2011

The objective of the proposed workshop/symposium is twofold: First to discuss the challenges and practical realities of discovering opportunities and attracting funds for research proposals. While many of us have feasible research ideas and plans, the process of transforming them into specific research proposals capable of attracting substantial funding is challenging especially as regards the research grants' reservoir of the European Union. Second, to identify regulations, requirements and procedures related to project implementation. While there is plenty of funding, available for research, within the various EU Programmes and Frameworks, the requirements of project implementation can be very demanding.

On the above grounds, the workshop will cover the following areas of interest:

- ☐ Identifying proposal submission opportunities
- ☐ Designing a successful research grant proposal: from the idea to the project
- ☐ Legal and financial issues: from Grant Agreement to Certification and Audit
- ☐ Project reporting procedures, financial regulations and cost allocation guidelines of EC projects
- ☐ Practical issues: Proposal Drafting, Administrative and Contractual Aspects of FP7
- ☐ Participants' Various Topics of Interest or Project Ideas

Please submit your Topics of Interest and/or Project Ideas for discussion by completing and e-mailing the attached form to Maya Finger at [mayafinger1@gmail.com](mailto:mayafinger1@gmail.com) copying myself at [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr)

**PRAXIS/HELP-FORWARD Network is a technology transfer organization addressed to small and medium sized enterprises and research institutions. Its services range from information to mediation and advisory support, covering the whole spectrum of activities related to research collaboration, technology transfer and commercial exploitation of research results.**

**PRAXIS/HELP-FORWARD Network is an autonomous entity, falling under the Central Administration of the Foundation for Research and Technology - Hellas. PRAXIS/HELP-FORWARD Network started its operation in 1991 as a joint initiative of the Foundation for Research and Technology - Hellas (FORTH), the Hellenic Federation of Enterprises (SEV) and the Federation of Industries of Northern Greece (FING).**

**The mission of PRAXIS/HELP-FORWARD Network is to stimulate competitiveness of Greek enterprises and research institutions via linking research and industry, promote innovation and entrepreneurship as well as transnational cooperation.**

# Latest News

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## The Hult Global Case Challenge

The Hult Global Case Challenge is an international case competition that is open to all university and college students from around the world. On March 5<sup>th</sup> 2011 in partnership with Water.org, regional events were held in five major cities across the world: Boston, San Francisco, Dubai, London, and Shanghai. Also, an on line competition event was held on March 7<sup>th</sup>. At these events, student teams of five competed to develop innovative ideas and solutions to this year's challenge: the global clean water crisis. The specific task was to create a sustainable business model that will enable water and sanitation provision to 100 million people in 5 years.

Winner of the London heat was University of Belgrade, Faculty of Organizational Science, team consisting of: Ema Nešković, Jovana Dadić, Tamara Pajević, Aleksandra Nikolić and Ninoslav Stojsavljević, under mentorship of Vesna Damnjanović and Branka Novčić. Besides University of Belgrade, 31 school competed in London, including: University of Cambridge Judge Business School, ESCP Europe, INSEAD, Saint-Petersburg State University, IE Business School, HEC School of Management Paris and others. Second and third place went to University of Cambridge - Judge Business School, and Saint-Petersburg State University, respectively.

All winners of regional events and the winner on line competition met in the final round, that was co-hosted by the Clinton Global Initiative, in New York City on April 28<sup>th</sup>. In the final competition, University of Belgrade won 3<sup>rd</sup> place. Winner of the final competition was University of Cambridge, while 2<sup>nd</sup> place went to Bocconi University. Other global finalist were: Boston University, Stanford University and Hong Kong University of Science and Technology. Winner of the final round was awarded with US\$ 1 million prize for implementing the solution that will accelerate access to clean water and sanitation.



**Vesna Damnjanović and Branka Novčić with the winning team**

# Latest News

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## The Research Committee Module

The EMRBI is delighted to announce the new Research Committee Module that upgrades our services to our members, and, facilitate communication between committee members. We invested much effort during the last six months in it and believe that its new technology will help all of us to promote and achieve the goals of EMRBI, EMAB, and the new research center (EuroMed Research Centre) that EMRBI has established.

The Research Committee Module permits to each member to have his contact details, research interests, and her/his picture. Moreover, a special Research Forum allows discussions among committee members on their academic interests (research, teaching, applications for research funds, administration of courses in their schools/departments, etc.). Furthermore, it will allow fruitful interaction among members from different committees to find new opportunity of research, for instance, interdisciplinary research.

For the participation in the Research Forum and to be able to change personal details, there is a need for personal PASSWORD.

We would like to encourage you to:

Send your picture to Maya Finger at [mayafinger1@gmail.com](mailto:mayafinger1@gmail.com)

Ask Maya for a User Name and Password

Use these to fill in and update your affiliation details.

With the User Name and Password you can also enter the Research Forum and start a new discussion group or join other discussions that may be of your interest.

For further details please contact Maya Finger or visit:

[http://www.emrbi.com/main.asp?cat=news&sCat=news\\_list](http://www.emrbi.com/main.asp?cat=news&sCat=news_list)

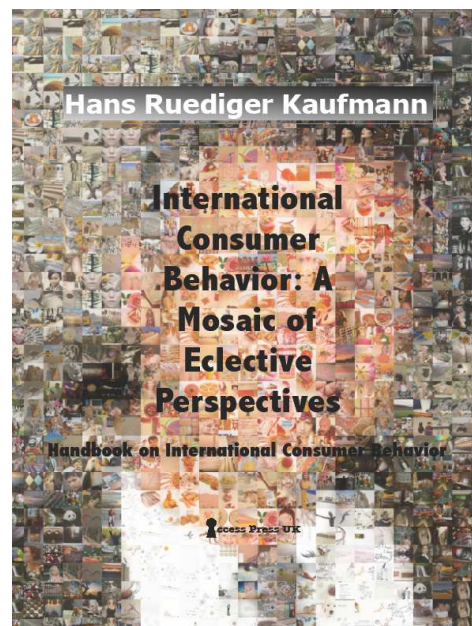
# New Book Launching

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## **International Consumer Behavior: A Mosaic of Eclectic Perspectives**

*By Hans Ruediger Kaufmann*

The book provides a holistic and up-to-date summary of the elements of an eclectic and multidisciplinary body of the Consumer Behavior paradigm. The congruence of salient and enduring values of corporations and customers is seen to be a key factor for marketing leadership. The centrality of thoroughly understanding private customers, when developing marketing strategies and tactics is highlighted. Consequently, primary and secondary marketing research is seen as the nerve system for providing those crucial customer centered information. This Handbook on Consumer Behavior differentiates private Consumer Behavior as to: cultural influences; industry sectors, i.e. Retailing, Banking, Tourism, Manufacturing; established, transitional and crisis shaken economic settings; company size; and contemporary new consumer behavior trends relating, for example, to online shopping and virtual reality, ecological trends and organic products. The book distinguishes by an international perspective embracing up-to-date research in 16 different countries provided by 62 international book contributors. Furthermore, it does not illuminate Consumer Behavior in isolation but provides a bridge and implications for core marketing strategies and tactics which are driven by consumer behavior.



**Access Press UK**  
**ISBN:978-0-9562471-3-1**



# New Book Launching

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## Mergers, Acquisitions and Strategic Alliances: Understanding the Process

*By Emanuel Gomes , Yaakov Weber , Chris Brown , and Shlomo Yedidia Tarba*

This book tackles the strategic, financial and procedural aspects of planning and executing mergers, acquisitions and strategic alliances. It also explores the similarities and differences between these various types of transaction and illustrates each with case studies, to help students from final year undergraduate to MBA.

### Reviews:

'This book provides a wealth of insights into the strategic, organizational, and cultural aspects of alliances, mergers and acquisitions. It effectively blends scholarship and practice with chapters offering theoretical frameworks, cutting-edge research, real-life examples and useful assignments. This book is of significant value to a wide range of audiences including scholars, executives, educators and students.'

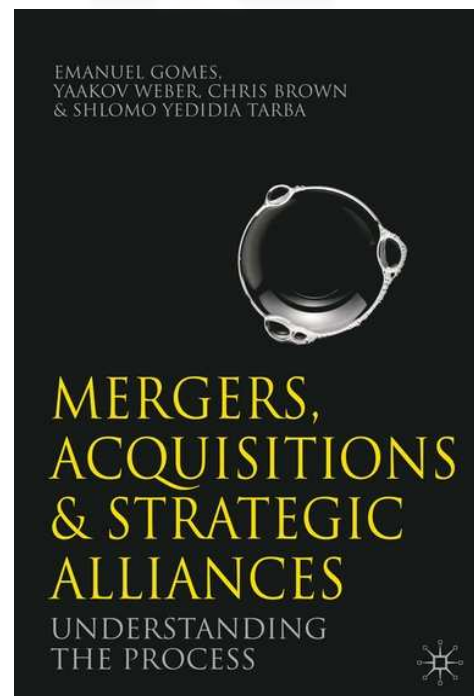
- **Professor Guenter Stahl, INSEAD University**

'This book, a unique cooperation between academics and consultants, provides a wealth of insights into all processes of mergers and strategic alliances. The authors' distinctive view of combining all stages of mergers and alliances as a key to creating value is useful for both scholars and executives. The book discusses in practical terms what make different organizational partnerships work, and what should be done before, during and after the deal. Mergers and alliances management will be a required competency of most senior management for a long time to come, and the lessons that this book offers should be learned by executives and in business schools.'

- **Professor Oded Shenkar, Ohio State University, USA**



**Prof. Yaavok Weber**



# New Book Launching

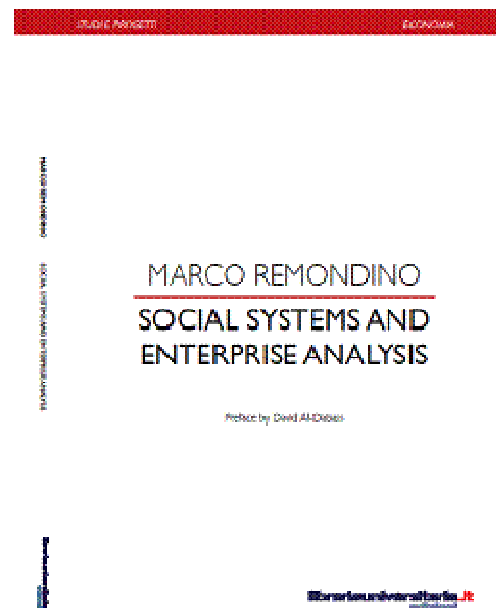
## Social System and Enterprise Analysis

*By Marco Remondino*

This monograph is directly aimed at researchers and practitioners who wish to explore new methodologies that allow the analysis of enterprises and other societal structures to be conducted in a scientifically systematic manner.

The main goal is to effectively use agent-based models and other simulation paradigms to better understand the behavior of individuals and populations in societal, strategic and evolutionary settings.

The study of Management and Economics is carried on in a semi-quantitative way, using each specific simulation model as an ad-hoc case study for the general societal phenomenon. Through this 'hybrid' methodology it is possible to capture the dynamics driving such phenomena as enterprise network creation or innovation diffusion, not just verbally – as it is often done in Management disciplines – and not only analytically, as done in Econometrics or Statistics



# New Book Launching

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## Key Concepts in Business and Management Research Methods & Critical Concepts in Management and Organization Studies

*By Peter Stokes*

### Key Concepts in Business and Management Research Methods

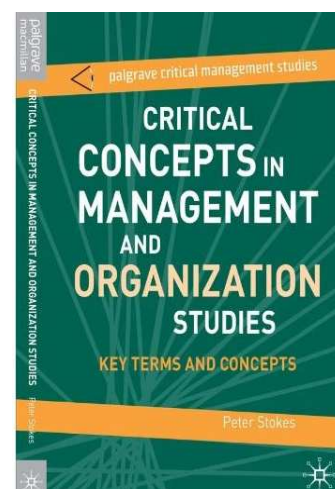
A detailed yet concise handbook clarifying all the major terms needed for a thorough understanding of key research methodology concepts in business and management. An invaluable guide for students at all levels seeking assistance with projects, research proposals, dissertations and theses; including case studies and suggestions for further reading.



### Critical Concepts in Management and Organization Studies

*Critical Concepts in Management and Organization Studies* provides an accessible introduction to the key themes of critical management studies. An ideal companion for students studying critical management and organizations, it breaks down the complex language, concepts and philosophical underpinnings defining critical management studies.

The books have been very well received with commendations from Professor David Sims of Cass Business School, City of London and Professor Heather Hopfl.'



# Miscellaneous

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Prof. Yaakov Weber was appointed as Associate Editor for the Middle East and Africa at the Cross Cultural Management: An International Journal, this journal is ISI citation Index

Prof. Yaakov Weber was also appointed to the Editorial Board of International Studies of Management and Organizations. This journal focus on papers of scholars outside of USA. It is ranked A journal.



Prof. Yaavok Weber



Prof. Peter Stokes, UK Country Director for EMRBI and Associate Fellow of the Institute, was the keynote speaker to the Artificial Intelligence, Management Science and Electronic Commerce (AIMSEC) conference hosted by Henan Polytechnic University in Zheng Zhou, China 8th - 10th August, 2011 .



# Miscellaneous

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Starting with the Fall of 2010, Simona has been promoted to the rank of assistant professor and programme coordinator for Banking and Finance BBA at EUC. Meanwhile, she has also managed to obtain the highest number of exemptions from the Chartered Institute of Bankers in U.K. for the graduates of the Banking and Finance BBA Programme at EUC.

In June 2011, she initiated and co-chaired the special session on Risk Management for Corporations and SMEs under the 1st CoSACM Conference on Risk Management in Cyprus, as an idea part of the EMRBI RIC on Risk Management.

Recently, she has co-guest edited together with Prof. Demetris Vrontis, a Special Issue on Economics, Finance and Accounting with the international peer reviewed journal Global Economics and Business Review on Inderscience Publishers. With release date in December 2011, she has another interesting book chapter on risk management within “SMEs and Open Innovation: Global Cases and Initiatives”, a book edited by Hahikur Rahman and Isabel Ramos on IGI Global.

Among other international publications this year, Simona published a couple of articles on banking industry evolution and challenges by EMJB- Emerald and WREMSD- Inderscience Publishers, and a couple of articles on creativity and education and on managing change in private Universities by LESIJ- EBSCO.

During this Summer she taught within the CCMIP ERASMUS programme in Crete and she became accredited by AnAD to train managers toward their U.S Certified Manager Diploma .



**Dr. Simona Mihai Yiannaki**



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