



# **EuroMed Newsletter**

**Issue 007 - July 2013**



# Editor's Note

I am delighted to welcome you to the seventh 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 6th Annual EuroMed Conference taken place in September 23<sup>rd</sup>-24<sup>th</sup>, 2013 at Estoril, Portugal. 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 6<sup>th</sup> Annual EuroMed Conference in Estoril, Portugal.

*Ruth*

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# Presidents' Corner

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**Prof. Demetris Vrontis**



**Prof. Yaakov Weber**

Dear members and associates,

We are very happy that the conference review process for 6<sup>th</sup> Annual Conference of the EuroMed Academy of Business has been completed with over 350 submitted papers and abstracts. The conference will take during the 23<sup>rd</sup>-24<sup>th</sup> of September 2013 at Estoril, Cascais, Portugal. Full details can be found at <http://6theuromed2013.webnode.pt/>

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 Prof. Vitor Ambrósio for his excellent job to date to guarantee the success of the conference.

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) 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 papers, in terms of academic excellence, conferences-conventions worldwide.

# Presidents' Corner

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A selection of the best conference papers (presented in alphabetic order) will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI approved:

1. [EuroMed Journal of Business - EMRBI's official Journal](#)
2. [Annals of Public and Cooperative Economics](#)
3. [Global Business and Economics Review](#)
4. [Global Economic Observer](#)
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 Wine Business Research](#)
13. [International Marketing Review](#)
14. [Journal for Global Business Advancement](#)
15. [Journal for International Business and Entrepreneurship Development](#)
16. [Journal of Critical Studies in Business and Society](#)
17. [Journal of Customer Behaviour](#)
18. [Journal of Promotion Management](#)
19. [Journal of Transnational Management](#)
20. [Journal of Research in Marketing and Entrepreneurship](#)
21. [Managing Service Quality](#)
22. [MegaByte](#)
23. [Social Business](#)
24. [The Marketing Review](#)
25. [Transnational Marketing Journal](#)
26. [World Review of Entrepreneurship, Management & Sustainable Development](#)

The important deadlines for the conference are as follows:

Early-bird registration	Until July 26 <sup>th</sup> , 2013
Late registration	After July 26 <sup>th</sup> , 2013
Deadline for inclusion in Book of Proceedings September 2 <sup>nd</sup> , 2013	

# Presidents' Corner

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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.

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 people) are guided and mentoring each other. We differentiate as we assist participants to network and publish their valuable work (see below- a. Publication Opportunities, b. Authors' Network and Collaboration Workshop and c. Meet the Editors Session). Our participants also form specialised teams applying and getting involved in EU project funding. EMRBI network has submitted over 11 new projects last year. You can visit our Research Project Workshop (see below) that will take place during the conference.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

We really look forward to a successful 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 Yaavok 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

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

Estoril, Cascais, Portugal, 23<sup>rd</sup>-24<sup>th</sup>, September 2013

Organized by: Estoril Higher Institute for Tourism and Hotel Studies



Pict. 1. Roca Cape, Sintra; Pict. 2. Marina of Cascais;

Pict.3. Palácio Hotel, Estoril; Pict. 4 Estoril Congress Center (conference venue).

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 accepted to be under citation. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programs.



# The Annual EuroMed Conference

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## A Note from the Conference Chair

The 6th EuroMed conference will take place 23rd and 24th September in Portugal, in Estoril's congress center (conference venue), about 20 km far from Lisbon, one of the most beautiful capitals of Europe.

Estoril with its mild year round climate offers a surprising variety of landscapes and attractions. Estoril and its spectacular coastline are a must-see destination. Nearby stands Europe's most westerly point (Cabo da Roca).

For participants of the 6th EuroMed conference blocking bookings have been made at the hotels mentioned in the 6th EuroMed's conference site. As only limited rooms are available at the hotels, is highly recommended to book accommodation as soon as possible (unused blocking bookings will be released on July 31). Prices for hotels mentioned on the site, include accommodation, breakfast and all taxes.

Also on the 6th EuroMed's conference site you get information to reach Estoril either by public transportation (underground + train) or by taxi (see taxi voucher).

There are two excursions planed for you, already included in the conferences' fee - you should not miss any of the offered excursions. On Sunday, the 22nd September, from 09H00 to 13H00, is planned a tour to Lisbon; on Monday, the 23rd September, from 16H30 to 19H30, will visit Sintra (Unesco heritage site).

We are looking forward to meeting you in Portugal, in Estoril, in the 6th EuroMed conference.

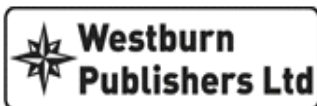


**Prof. Vitor Ambrosio, Conference Chair**

# The Annual EuroMed Conference

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## Sponsors and Supporters





# Call for Papers - Special Issue

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## 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](http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4644)

# Call for Papers - Special Issue

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## International Journal of Globalisation and Small Business

### Special Issue on: Globalisation Processes of European SMEs, Trends and New Challenges

Guest editors: Matteo Rossi & Demetris Vrontis

In an increasingly globalised market environment, there is an impetus for many firms to look to foreign markets in order to maintain competitive advantage. Over the last years it's possible to see dramatic changes that have strong impacts to all businesses. In fact, the push to engage in international development is imperative (Rossi, 2008) and even small and medium enterprises (SMEs) feel the need to extend their business activity beyond conventional local markets. Moreover, in spite of the evolution of globalization, it would seem that competition is equally played out more and more between geographic areas and their ability to guarantee certain operating conditions to enterprises. On the basis of these statements, the internationalization choices become more and more complex; particularly, for the smaller enterprises that wish to extend its' own activity beyond the domestic market.

We invite contributions to this special issue, aiming to explore the dynamics of SMEs' entrepreneurship in the globalised economy. Special issue aim is to collect a number of valuable papers analysing the various aspects of SMEs' strategic organisational and technological innovations.

The issue will carry revised and substantially extended versions of selected papers presented at the at the 6<sup>th</sup> EuroMed Conference 2013 (23-25 September, 2013, Estroil - Portugal), but we also strongly encourage researchers unable to participate in the conference to submit articles for this call.

#### Subject Coverage

Suitable topics include but are not limited to:

- Strategy and Organization of European SMEs
- New business models for European SMEs
- European small businesses in a changing environment
- Globalisation in European family businesses
- Change of values in small businesses
- New Venture Creation and Venture Capital for European SMEs
- Small Business Finance and Accounting
- Intra-national networks of SEMs

#### Notes for Prospective Authors.

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper).

All papers are refereed through a peer review process.

All papers *must* be submitted online. To submit a paper, please read our information on [preparing and submitting articles](#).

For more information visit the following link:

[http://www.emeraldinsight.com/products/journals/call\\_for\\_papers.htm?id=4644&PHPSESSID=apeo7cs84kurjn95bt8e0g9u97](http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4644&PHPSESSID=apeo7cs84kurjn95bt8e0g9u97)

# Call for Papers

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

Emerald Group Publishing Ltd and the EuroMed Research Business Institute (EMRBI) 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, 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), 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>

# New Book Launching

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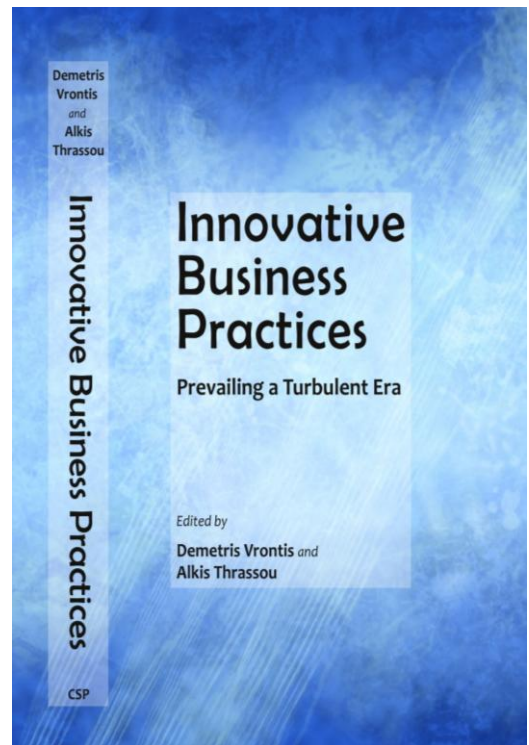
## **Innovative Business Practices Prevailing a Turbulent Era**

*Edited By Demetris Vrontis and Alkis Thrassou*

This second decade of the millennium finds the world changing at a once unimaginable pace. Businesses, tangled in the interwoven threads of galloping globalization, technological advances, cultural diversity, economic recession and deep-rooted human social evolution, struggle to keep up with incessant changes; consequently and inexorably experiencing severe difficulties and disorientation. Executives, much bewildered, habitually turn to conventional, time-honoured strategies and practices, which increasingly fail to offer the much-sought answers and means to survival, competitiveness and growth.

We are currently experiencing a business era of turbulence and dynamic change – an era that inherently rejects conventionality and orthodox business theory to reward businesses embracing agility, reflex-style adaptability, innovation and creativity. This turbulence is, however, not a parenthesis or even a pattern, but the new reality in which each business must reinvent and redefine itself. This is a new reality of stakeholders that shift focus from the external to the internal, from the tangible to the intangible, and from fact to perception.

This book presents research and paradigms that transcend classical theory in order to examine how business practice is positively affected by these conditions. Across a multitude of sectors and organisational types, scholars of different business specialisations set the theoretical foundations of contemporary thinking and present their practical implementations.



**Cambridge Scholars Publishing 2013  
ISBN(10): 1-4438-4604-X**

# New Book Launching

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## **Consumption Culture in Europe** *Insight into the Beverage Industry*

*By Carmen R. Santos, Stéphane Ganassali, Francesco Casarin ,  
Pirjo Laaksonen and Hans-Ruediger Kaufmann*

Although studies indicate the assumption of one single European market, other research emphasizes European countries have distinct market identities. Meanwhile, as individual countries begin to have a more widespread understanding of culture, global culture still remains unshared between countries.

Consumption Culture in Europe: Insight into the Beverage Industry brings the most relevant theories about culture and European market segmentation as well as providing updated data for the evaluation and analyses of the European consumption patterns in the beverage market. This comprehensive collection is an essential tool for policy-makers and those interested in end-markets and consumer affairs.



**IGI Global: January 2013**  
DOI: 10.4018/978-1-4666-2857-1



# New Book Launching

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## Handbook for Research on Mergers and Acquisitions

*Edited by Yaakov Weber*

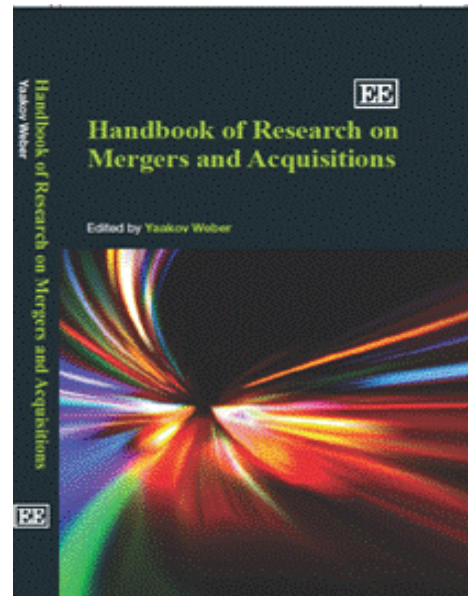
The Handbook explores how underlying concepts and methodologies can make an important contribution towards understanding M&A and their performance. This authoritative volume presents research that incorporates multidisciplinary, multi-level, multi-stages and cross cultural modes and analyses, and also 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



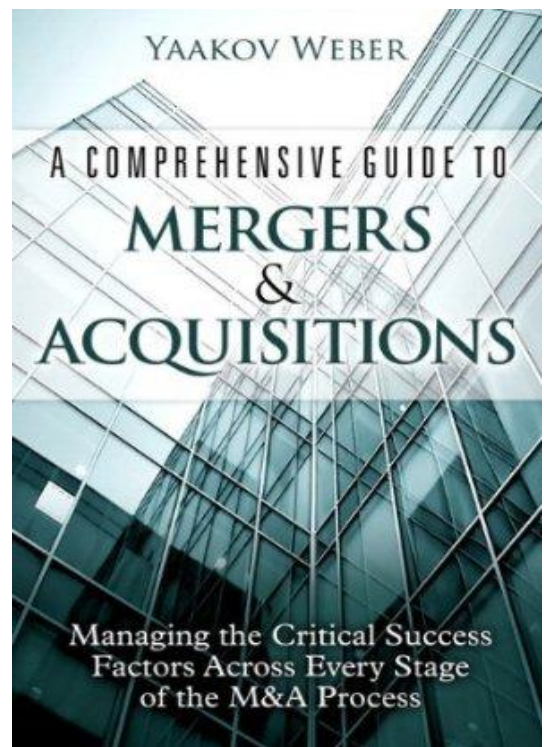
# New Book Launching

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## **A Comprehensive Guide to Mergers & Acquisitions: Managing the Critical Success Factors Across Every Stage of the M&A Process**

*Edited by Yaakov Weber*

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.



**Financial Times/ Prentice Hall: September  
2013, ISBN-10: 0133014150**

# Latest News

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## A New Era of Doing Business



**ExpoOnline.com**  
**The Global Exhibition Network**

EMRBI has joined forces with IMC Business Global Plc, an EU company with more than 20 years of experience in organizing successful exhibitions and conferences worldwide and a pioneer in international on-line exhibitions, who developed and offers ExpoOnline.com. This is an innovative new business service that leverages the power and reach of the Internet to deliver simple and effective online exhibition solutions and information to the international B2B communities. Its innovativeness and value lie in the first-ever truly global business community network that offers an advantageous alternative to physical trade exhibitions; and unparalleled opportunities for brand exposure and business networking, 24/7, all year round.

ExpoOnline.com recreates the experience of attending any world-class physical exhibition, offering organizations the opportunity to exhibit their goods and services through customized pavilions. Businesses thus promote their products to millions of online trade visitors, greatly increasing their exposure and reaching new markets worldwide. ExpoOnline.com dynamically links mutual business interests, facilitates interactions, and provides valuable updated information on Doing Business In and Investing In countries, states and regions globally.

IMC Business Global Plc aims to build a definitive internet business world, through which companies can achieve real success by virtual means; a world harnessing the power of technology to create true value for every organization within one united business world.

# Latest News

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## Outstanding Awards

### Outstanding Reviewer Award

#### Emerald Literati Network Awards for Excellence 2013

**Professor Demetris Vrontis** was awarded with the Outstanding Reviewer Award by Emerald Literati Network Awards for Excellence 2013 for his outstanding contribution to the *International Journal of Organisational Analysis*. This award is provided to exceptional reviewers who contribute significantly to the success of the Emerald journals.

### Outstanding Paper Award

#### Emerald Literati Network Awards for Excellence 2013

**Kaufmann, R., Vrontis, D., Czinkota, M. R. and Hadiono, A.** were winners of the Outstanding Paper Award given by Emerald Literati Network Awards for Excellence 2013. Their paper was entitled “Corporate branding and Transformational Leadership in ‘Turbulent Times’” and it was published in the *Journal of Product and Brand Management*, Vol. 21, No. 3, pp. 192-204 (ISSN: 1061-0421-Emerald). This award winning paper was chosen following consultation amongst the journal’s Editors, Editorial Team and Publishers. The paper has been selected as one of the most impressive pieces of work throughout 2012.

# Latest News

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## New Research Success by the EuroMed Research Business Institute

**Project Title:** DAEDALUS: Euro-Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents

**Funded agency:** European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean)

**Partners:** Greece, Cyprus, Italy, Lebanon, Palestine and Tunisia.

**Duration and Budget:** 2 years duration, total programme budget (1,940,000 euro)

**EMRBI Coordinators:** Professor R. Kaufmann and Professor D. Vrontis

### **Aim Objectives:**

The overall objective of DAEDALUS is to effectively address the needs of young residents seeking employment in the labour markets of the Mediterranean Sea Basin by enhancing their career and business opportunities; matching their qualifications and skills with existing needs in neighbouring countries; and enabling the exchange of information and knowledge about potential synergies and collaborative activities.

On one hand, DAEDALUS aims to offer electronic career advising services to help young people raise their competence level in marketing their skills and searching employment in the Mediterranean markets. On the other hand, DAEADALUS shall constitute an efficient instrument for stakeholders in order to post employment vacancies, seek qualified competitive employees and explore investment opportunities.

# 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.

# Miscellaneous

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## Congratulations!

We wish to express our warmest congratulations to Hans Ruediger Kaufmann on his well deserved academic achievement. In February 2013, the Senate and Council of the University of Nicosia had awarded Hans Ruediger Kaufmann with a full-Professorship.

**Congratulations to Rudi on this great accomplishment!**

The paper of Demetris Vrontis, Alkis Thrassou and Iasonas Lamprianou entitled “International Marketing Adaptation versus Standardisation of Multinational Companies”, published in 2009 in the *International Marketing Review*, Vol. 26, Nos. 4 and 5, pp. 477-500 (ISSN: 0265-1335-Emerald) has been the most read research of the last 30 years. This paper has been the top downloaded article of the past 30 years of the Journal’s with 11,000 downloads in only 3 years (International Marketing Review) existence ([http://www.emeraldinsight.com/promo/imr\\_30.htm](http://www.emeraldinsight.com/promo/imr_30.htm), accessed 07.03.2013).

**Congratulations to Demetris, Alkis and Iasonas on this achievement!**



# Miscellaneous

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## Hans Ruediger Kaufmann

### Professional Achievements

➤ Hans Ruediger Kaufmann has been promoted to the rank of Professor by the decision of the Senate and Council of the University of Nicosia from February 2013.

➤ Hans Ruediger Kaufmann, Demetris Vrontis, Michael Czinkota and Alvin Hadiono win Outstanding Paper Award- Emerald Literati Network 2013 Awards for Excellence

➤ Hans Ruediger Kaufmann has been elected to Vice Chair of Communications for the Academy of Marketing Global Marketing Special Interest Group.

➤ Hans-Ruediger Kaufmann published two books during last year: with Carmen R. Santos, Stéphane Ganassali, Francesco Casarin , Pirjo Laaksonen and the other book with Mohammad Fateh Ali Khan Panni.



**Prof. Hans Ruediger Kaufmann**

### European EUREKA Research Committee

**Georgios Afxentiou** has been invited to participate as an expert at the EUROSTARS European funding program that is part of the EUREKA network. The EUROSTARS mission is to support R&D performing entrepreneurs, by funding their research activities, enabling them to compete internationally and become leaders in their sector.

As a High-level technical expert I will be invited to review proposals for R&D and innovation from companies in Europe and third countries.

# Miscellaneous

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**Simona Mihai Yiannaki**

## **Professional Achievements**

➤ Publications: Journal article: “Tales of motives in Bank M&As in emerging markets”, Thunderbird International Business Review, U.S.A, September/October 2013, Vol. 55, No. 5, John Wiley & Sons, Inc, forthcoming.

➤ Chapter: "Bank-SME Relationships ‘poked’ by the recent changes in the economic and technological environment” in Book: “Customer Centric Marketing Strategies: Tools for Building Organizational Performance”, Editors: H. R. Kaufmann and M.F.A.K. Panni: IGI Global, September 2012, co-authored with Dr. M. Ioannou.

➤ Interviewed on the Cyprus bailout of 2013 in Reuters, Le Hufington Post, and L’expansion, The Voice of Russia.

➤ Research and Other Project News – including research/consultancy collaboration among EMRBI members, other wider research news and initiatives.

➤ 2012-2013- Coordinator of the Cross Cultural Management ERASMUSIP in Cyprus funded by IDEP Cyprus under the LLP.

➤ 2012-2014- Coordinator of the Grundtvig Programme on LLP for EMRBI, title: “Getting Older by Feeling Younger”, for EMRBI <http://feeling-younger.eu/>

➤ 2012-2014 member of the project: “Teaching for creativity and innovation in Cypriot Universities’ grant funded by IPE (Ιδρυμα Προώθησης ΈρευναςΣτόχοι), EUC is the coordinator.

➤ 2013-2014 member of the ERASMUSIP project Global Leadership Summer School, funded by IKY/ Εθνική Μονάδα LLP-ERASMUS.

➤ Consultancy activity with Gerson Lehrman Group as educator <http://www.glgresearch.com/>

➤ New member of the team of [ICMG \(Intellectual Capital Management Group\)](http://www.investonintangibles.com/team/) <http://www.investonintangibles.com/team/>



**Dr. Simona Mihai Yiannaki,**

# Miscellaneous

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## Ramon Palau-Saumell

### Professional Achievements

Ramon Palau-Saumell will move to the IQS School of Management of the Ramon Llull University of Barcelona next September. He has been hired as an Associate Professor, Coordinator of Marketing of the degrees, masters and PHD in Business Administration and Director of the International Master in Marketing & Sales Management. Ramon is ready to face a new challenge to enrich his life and his abilities because is an excellent opportunity for further progress in his academic career. For this reason, he leaves his job, as an associate professor, of the Universities of Girona and Barcelona (Catalonia, Spain). His favorite phrase in the current economic crisis in Spain is: *“In face of adversity, do not be discouraged, keep walking, keep working, do not ever stop. The results will come soon”*.



**Prof. Ramon Palau-Saumell**

Ramon Palau-Saumell received his PhD from the Autonomus University of Barcelona, in 2006. He worked as an Associate Professor in the Department of Organization Business Management and Product Design at the University of Girona, between 2006 and 2013 and in the Department of Economics and Business Organization at University of Barcelona between 2011 and 2013. Also, Ramon was Visiting Professor at the University of Perpignan-Via Domitia, France, between 2010 and 2012. Ramon has participated in over twenty five international conferences and his primary research interests are consumer behavior and marketing. His papers have been published in the following academic journals: *Tourism Management*, *Journal of Travel Research*, *European Sport Management Quarterly*, *Journal of Air Transport Management*, *Management Decision*, *Service Business*, *Cuadernos de Dirección y Economía de la Empresa* and *International Journal of Bank Marketing*. Ramon also worked as a associate professor for different university colleges between 1998 and 2005. Before becoming university associate professor, he worked in the industry and in services companies for twenty years. The last five years in the industry, he held the position of managing director.

# **EuroMed Newsletter**

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