
Introduction: Economics, finance and accounting veer away in business decision-making during financial crisis

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Biographical notes: Simona Mihai-Yiannaki is an Assistant Professor of Banking and Finance, and Programme Coordinator for Banking and Finance at the European University Cyprus. She is a former International Banker, CFO and Economist. She is also an Executive Banking Consultant and Trainer. Her research interests are in the area of risk management, M&As, corporate and SME banking, bank bailouts, economics, creative education, interdisciplinary knowledge, and cross-cultural management. She has led EU funding research projects (ERASMUSIP, TEMPUS IV) and bottom up M&A transactions in Europe. She is also the Country Director for Cyprus and Track Chair in the EuroMed Business Research Institute and EMAB, Conference Session Organiser on risk management, and Editor in various international journals such as *GBER* and *Megabyte*.

Demetris Vrontis is a Professor of Marketing and the Dean of the School of Business at the University of Nicosia in Cyprus. He is the Founder and Editor of the *EuroMed Journal of Business* and an Editorial/Advisory Board Member of well-established academic and scientific marketing and business-related journals. He is the President of the EuroMed Research Business Institute (EMRBI) and Chairman of the EuroMed Academy of Business (EMAB). His prime research interests are related to international marketing, marketing planning and branding areas, which he has widely published on in ten books, over 70 refereed journal articles, and chapters in books by other researchers. He has also presented his research work at reputable conferences around the world.

Following the conference proceedings of the 3rd EuroMed Academy of Business Annual Conference sponsored by the EuroMed Research Business Institute, the first purpose of this issue is to draw attention on several ardent topics with a combinatory effect in this turbulent region and the world.

Globalisation has led to mobilisation of human capital, shifts in unemployment trends in the region with counter reactions and effects from over the Atlantic apart from an increase in the number of employees who become expatriates due to relocation.

When combining money and people, meanwhile, the financial services have proved to be in a stringent need to rebuild trust and revisit the causality of relationships between customer loyalty dimensions and the effects of customer satisfaction in order to keep afloat and make more money for their stakeholders.

Moving from these soft influencing factors analysis and research towards more quantifying effects and measures in decision-making at macroeconomic and microeconomic level, this group of authors have brought extensive research and critical analysis to further interlinked areas.

These hot subjects herewith include: the application of economics and finance theories in depicting further unemployment patterns and trends in Europe, alternative financial services quality metrics, decomposing risk management relationships components between systematic, financial and operating risks, understanding and biases in financial performance measures in deciding about company's true performance and setting correct incentives, rethinking financial reporting, audits and accounting harmonisation for compliance purposes in the public sector, utilising tracking accounting history and depicting the situational and personal factors in employee motivation for relocation, and analysing isomorphic immigrant effect in foreign entries, all bearing in mind or challenging aspects of going concern in a situation of financial and economic crisis.

Most of the papers touch on the causes of crisis in their area of research while trying to support and build solutions in fighting it or in understanding it better.

To make things more interesting, global and regional markets fervent 'revolts' and trends add further intricacy and interdependence that result in a structure that is far more difficult to forecast let alone manage. For this purpose, we have decided to gather these interdisciplinary topics in a research flow in order to emphasise the acute need for multiple-orientation in the cause-effect analysis and decision-making.

The conference was a hallmark of EMRBI, which brings together a network of leading academics, business people, PhD students and researchers from top business schools to a dynamic forum for the exchange of ideas across disciplines and to generate an engine of collaboration across these traditionally divided domains. It was EMRBI's 3rd Annual Meeting with more than 250 delegates from over 45 countries that continues its expansion for the years to come.