
Editorial

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Numerous scholars have argued that The Middle East is quite simply extraordinary which has been a cross roads of the world's most fascinating and rewarding religions, trades, cultures and travel destinations. We have heard a lot of political conflicts in the Middle East. However, little knowledge exists about the managerial and business issues. This is surprising because this area is regarded as home to much of the world's oil reserves, friendly and warm and hospitality people who avoid from conflicts and would rather play a significant role in the globalisation. With this in mind, we have selected papers for the first issue that focus on specific issues in the Middle East and beyond.

Aljbour, Hanson, and El-Shalkamy have focused on the cultural training impact on non-Arab leaders' network performance in Arab markets. They explored the relationship between Wasta and non-Arab managerial expatriates' cross-cultural training and argued that Arab managers are practicing Wasta through building networks and relationships.

Saher and co-workers sought the work-family conflict in Pakistan. They explored the phenomenon of conflict management with respect to an individual's values and commitments. Especially, they have focused on how working women integrate their work family life using different coping resources. Within this research they highlight the importance and relationship of individual values and commitment to manage work-family life.

Examining tournament theory in academe, Azevedo, Akdere and Larson have discussed and analysed potential applications of tournament theory to academe with specific implications to the field of human resource development (HRD). In this regard, they explore the ways in which the situation has 'gotten worse', and how the world has become a more difficult place for academics, and how there is really little likelihood of it changing for the better any time soon.

Panda attempts to understand the determinants of technical efficiency, factor intensity and return to scale in the four-wheeler automobile workshops in India. Interestingly, in the Indian automobile workshops, he found that then exclusive workshops were found to be capital intensive and general workshops were found to be labour intensive.

Form a hospitality perspective, Claster and his colleagues have examined whether tweets can be sentiment mined for market intelligence in the views being expressed by actual and/or potential consumers in a reliable and as close to real-time way. Their results indicate that micro-blogs can be used as a useful sources of information in the development of customer relationships within the tourism and hospitality industry.

We hope this new journal will provide a forum for academics, scholars and professionals to analyse the issues within, and the interrelations between business sectors in the Middle East.