

---

## **Editorial**

---

### **Georges Azzi**

USEK School of Business,  
Holy Spirit University of Kaslik,  
P.O. Box 446, Jounieh, Lebanon  
Email: [azzigeo@usek.edu.lb](mailto:azzigeo@usek.edu.lb)

---

The Euromed region is the cross roads of the world's most fascinating and rewarding civilisations and cultures. However, little knowledge exists about the best practices and research of the Euromed regional dimension which is emphasised through cultural and national barriers.

This inaugural issue of the *EuroMed Journal of Management* focuses largely on subcultures, drawing insights from research in a variety of local settings and beyond. In the opening paper, Nehme Azoury, Richard Jreitany and Georges Azzi present the specificities of family businesses corporate governance across the region by highlighting the cultural ties among family members in the boardroom. In the next paper, Charbel Salloum, Maher Al Sayah and Andre Azouri expose the specific financial involvement of the Lebanese banking sector in corporate social responsibility. The third paper proposed by Jacques Digout and Myriam Tayeh shows an interesting marketing topic related to Lebanese consumer's perception of female nudity in advertisements. The fourth paper prepared by Catherine Mercier-Suissa and Myriam Aziz offers insights into the boardroom diversity and its effect on social performance.

Mina Yip presents a report on challenging the role and duty of directors in high profile corporate failures in the USA and Europe that gives the readers a depth analysis about the corporate governance practices across the occident and the Euromed region. Finally, in the final paper, Alireza Fazlzadeh and Mehdi Malekpour analyse the top 10 Iranian companies' mission statement in order to recommend the adoption of David's nine components mission statements.

We believe this collection constitutes an interesting, timely and appropriate inaugural issue of the *EuroMed Journal of Management* and we hope that this journal will serve as an essential reading for both international and regional academics and practitioners with research interests in the EuroMed region.