
Editorial

Jacques Digout

Toulouse Business School,
20 Boulevard Lascrosses,
31068 Toulouse, France
Email: j.digout@tbs-education.fr

Biographical notes: Jacques Digout is a Professor at the Toulouse Business School where he gives marketing, e-marketing and research methodology courses. He is the Academic Director of the Doctorate in Business Administration (DBA) and specialised Master in Marketing Management and Communication (M2C). He is a holder of the Digital Marketing Chair and responsible for the Marketing and Communication Networks Research Lab. His research works revolve around digital and international marketing. His papers were published in international scientific ranked journals where he is as well a member of the editorial review board. He has published many books on eMarketing, eRecruitment and advertising with Pearson, Dunod, Vuibert and De Boeck. He is the Editor-in-Chief of Bart & Jones Publishers and a consultant for business development in digital strategy, e-marketing and e-commerce.

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 second 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, Faouzia Mida, Afef Ben Youssef Zghidi and Imed Zaiem present the specificities of brand personality and behavioural intention after rebranding in the Tunisian context by highlighting its cultural aspect. In the next paper, Peterson Obara Magutu, Isaac Meroka Mbeche, James Muranga Njihia and Richard Bitange Nyaoga expose the relationship between supply chain strategies and supply chain performance among large-scale manufacturing firms in the Kenya context. The third paper proposed by Peter Bou Saba, Mario Saba and André Azouri shows an interesting topic related to competitive innovation matrix in France. The fourth paper prepared by Nana Yaw Oppong, Charity Barbara Tetteh and Ahmed Muhammed Musa offers insights into the interplay of personal characteristics antecedents and organisational antecedents in driving employee commitment in Ghana. Finally, in the final paper, Hossein Rezaei Dolatabadi, Reihaneh Alsadat Tabaeian and Hoda Tavakoli analyse the integral model of green brand equity among Iranian costumers of online shopping websites.

We believe this collection constitutes an interesting, timely and appropriate second 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.