
Editorial

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Biographical notes: Jacques Digout is a Professor at the Toulouse Business School where he gives marketing, emarketing and research methodology courses. He is the Academic Director of the Doctorate in Business Administration (DBA). He is as well holder of the Digital Marketing Chair and responsible of the Marketing & 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 published many books on eMarketing, eRecruitment and advertising with Pearson, Dunod, Vuibert and De Boeck. He is as well 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 fifth 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, Abraham Ansong and Otuo Serebour Agyemang present the contingent role of stakeholder engagement in Ghana SMEs. In the next paper, Rituraj Saroha and Saloni Pawan Diwan offer insights into customer satisfaction and customer loyalty in the frame of telecommunications industry.

The third paper proposed by Somayeh Khazae Pool and Niloofar Iman Khan, highlights the mediating role of perceived benefits and satisfaction on social responsibility and service quality on customer loyalty.

The fourth paper prepared by Wafa Haj Mohamed, Faten Lakhal and Aymen Ajina exposes the investor's overconfidence and trading volume in the Tunisian market. Finally, in the final paper, Ali Heidary, Hamid Reza Yazdani, Fatemeh Saghafi and Mohammad Reza Jalilvand analyse an interesting topic related to the strategic development of religious tourism businesses.

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