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## Editorial

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**Biographical notes:** Stefano Bresciani worked as a Research Scholar in the ESCP-EAP, London, in the California State Polytechnic of Pomona, Los Angeles and in the Open University of Lisbon. He is currently Visiting Professor at University of Nicosia, and Associate Professor in Business Management at the University of Torino, where he teaches Innovation Management. He is the Vice President of the EuroMed Research Business Institute (EMRBI), Director of the Knowledge Management and Innovation Research Center (KMIRC), and Director of the Master in Business and Management of the University of Turin. He has published in many refereed journal articles, contributed chapters and books and presented papers to conferences on a global basis.

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The new world economy requires innovation, training, reinventing in vocational education and entrepreneurship training that will significantly favour new businesses. The call for papers for this guest edition allowed the collection of papers from a very diverse range of salient entrepreneurial topics, stimulating scientific discussion on a broad range of relevant fertile areas associated to recent trends in innovation.

In a dynamic environment, uncertain contexts like those we are currently experiencing, innovation is critical in the creation and success of businesses. Moreover, the capacity and necessary attitude for creating new firms is fundamental and the probability of success is largely determined by innovative competences. Thus, a combination of innovative skills and competences should be recognised and individuated carefully in order to improve the probability of success in today's challenging economic climate. Furthermore, innovative concepts and methods to stimulate entrepreneurship are proposed in this special issue, aiming to contribute to existing knowledge on this topic.

This issue presents extended papers of the 8th Annual EuroMed Academy of Business Conference held in Verona, Italy on 16–18 September 2015. These papers are from different countries and cover different topics such as multicultural management, international business, innovation, food and beverage sector, family business, and tourism.

In particular: in 'Three official languages in multicultural Luxembourg', Ursula Schinzel combines education with cross-cultural trying to answer to the question whether the Luxembourgish trilingual public education system is a system of success or of failure. In 'Chinese direct investments in Germany: threat or opportunity for the German part of the merger or acquisition', Bernd Britzelmaier, Caroline Flum and Martina Gog wanted to find out whether the German part of mergers or acquisitions would consider Chinese direct investments in Germany rather as a threat or an

opportunity. In ‘Old, new and third wine regions: a consumer perspective’, Amedeo Maizza, Monica Fait, Paola Scorrano and Demetris Vrontis analyse attributes of the wine purchase process to define, in a consumer-oriented perspective, their value as determinants of marketing strategy development. In ‘What image for ethical food?’, Martin Grimmer and Milena Viassone aim to offer a model for measuring the influence of different ethical food image qualities, and to provide a first exploratory application of their model in the Italian context. In ‘Spillover effects of research and development activity on the economic growth and exports of the Group 20’, Jung Wan Lee and Kip Becker examine the spillover effects of research and development (R&D) activity on the economic and export growth of the Group 20. In ‘The role of public-private partnerships in developing open social innovation: the case of GoogleGlass4Lis’ Giuseppe Tardivo, Gabriele Santoro and Alberto Ferraris would like to understand how openness can be useful in satisfying a social need analysing the public-private partnership tool, useful to merge the public interest and competencies and technologies of the private organisations, and focusing on the alliance management aspect. In ‘The organisational impact of SaaS adoption on CRM applications’, Cecilia Rossignoli, Lapo Mola, Alessandro Zardini and Francesca Ricciardi investigate the organisational technological and economic factors, which influence the adoption of SaaS for customer relationship management (CRM) applications. In ‘Management control practices and benefits: evidence from Italian family and non-family firms’, Elisa Truant, Laura Broccardo and Francesca Culasso investigate the different types of management control systems implemented in Italian family and non-family firms. In ‘Teaching in virtual environments to enhance intercultural understanding between Germans and Peruvians’, Kerstin Bremser, and Mariella Olivos-Rossini describe a novel form of acquiring intercultural competencies and foreign language skills in the classroom through the use of virtual environments. In ‘Tourism destination management in sustainability development perspective, the role of entrepreneurship and networking ability: Tourist Kit’, Maria Antonella Ferri and Lucia Aiello propose an interdisciplinary paper that is built following both a managerial and organisational perspective to analyse the tourism destination management. In ‘Integrated management of the PGI ‘Matera’ Bread chain’, Piermichele La Sala, Nicola Faccilongo, and Mariantonietta Fiore analyse a new institutional IT-based approach to the integrated management of the Italian Protected Geographical Indication (PGI) Matera Bread food chain. In ‘ExperimentaLab: a tool for the entrepreneurial university’, Valentina Iscaro, Laura Castaldi, Enrica Sepe and Claudio Turi provide a contribution to studies aimed at boosting the entrepreneurial activity of universities, exploring the notion and characteristics of experimental labs as tools to support aspiring entrepreneurs in turning their ideas into real start-ups. In ‘Early internationalising firms: the age effect on entrepreneurial behaviour’, Jurgita Sekliuckiene, Alessia Pisoni, Alberto Onetti, Giusy Cannone and Agne Matiusinaite analyse the age related drivers, which influence young entrepreneurs behaviour in early internationalising firms in two countries: Lithuania and Italy.

This special issue team is indebted to those that helped in its production including the organisers and participants of the 8th Annual EuroMed Academy of Business Conference, the editorial team of the *World Review of Entrepreneurship, Management and Sustainable Development* and, indeed, the authors themselves. I am also very grateful to the reviewers, both of the conference papers and journal submissions, who committed the time to provide constructive and relevant feedback to the authors.