

---

## Editorial

---

Jacques Digout

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

---

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

This seventh 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, Hanna El Maalouf and Andre Azouri present the reality and solutions of the travel agencies in Lebanon versus the internet. In the next paper, Rami H. Aljbour offers insights about expatriates' relocation to Arab markets.

The third paper proposed by Luisa Carvalho and Soumodip Sarkar highlights the confirmatory factor analysis for assessing innovativeness in knowledge intensive business services.

The fourth paper prepared by Samir Ben Ali, Salah Selmi and Wajdi Hellali exposes the market power of Tunisian olive oil in EU market. The sixth paper written by Fathi Jouini analyses an interesting topic related to the cost of debt, corporate disclosure and audit report lag. Finally, in the final paper, Fakher Jaoua re-examines the impact of strategic roles of middle managers over performance in Tunis.

We believe this collection constitutes an interesting, timely and appropriate 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 Euro-Med region.