
Editorial

Jacques Digout

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

Biographical notes: Jacques Digout is a Professor at TBS Business School where he gives marketing, e-marketing and research methodology courses. He is the Academic Director of the Doctorate in Business Administration (DBA). His research works revolve around digital and international marketing. His papers were published in international scientific ranked journals where he is as well, member of the editorial review board. He published many books on e-marketing, e-recruitment and advertising with Pearson, Dunod, Vuibert and De Boeck. He is as well a consultant for business development in digital strategy, e-marketing and e-commerce.

Introduction

The Euromed 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 Euromed regional dimension which is emphasised through cultural and national barriers.

This tenth 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, Rahat Khan presents the characteristics of a true entrepreneurial leader in Bangladesh. In the next paper, Mazen Bekdash offers insights about leadership and decision-making style for airline crisis management in emerging markets.

The third paper proposed by Najib Najjar highlights the efficiency of differentiation through learning styles and strategies to develop language productive skills.

The fourth paper prepared by Reihaneh Alsadat Tabaeecian, Reihaneh Tabaeecian and Milad Fahimi expose how identification and evaluation of competency model for port city managers can achieve organisational effectiveness. The fifth paper by Abdollah Babaeinesami presents a case study about effective factors on employee motivation.

Finally, in the final paper, Emmanuel Korsah and Prince Gyimah re-examine how government debt affect private investment.

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.