
Introduction

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Dear readers, authors and reviewers of *MJCCM*, it is with great pleasure that Editorial Board and I welcome you to the first issue of the *MENA Journal of Cross-Cultural Management*. We were motivated to establish the *MJCCM* due to a lack of journals dedicated uniquely to cross-cultural management in the MENA region.

Despite the increasing research in cross-cultural management worldwide, we seek focus on the MENA region, endeavouring to share cross-cultural insights pertaining to particularities of this specific region with both scholars and practitioners interested in the topic and the region. As Professor Schøtt, the Guest Editor of this first issue, points out, cultural differences between MENA and other regions in the world warrant comparing entrepreneurship-related practices across these entities.

Over the past few years, we have been working on building the foundations of the journal. Now, it is time to launch the first edition of the *MJCCM* as we aim to become the leading venue of cross-cultural management research in the Middle-East region. To this end, we will rely on an active editorial office to hold the utmost academic integrity. The peer review will be the main process to assess submitted articles. This is crucial to engender trust of all stakeholders, including our readers. We are committed to a timely review process for manuscripts submitted to *MJCCM*. We endeavour to give feedback to submitting authors within two-month time with an editorial decision.

It is essential that we strike a balance of various types of articles to publish in *MJCCM*. We encourage the publication of thorough empirical and evidence-based papers, which are widely read and highly cited. *MJCCM* has the potential to emphasise and bring to light cultural business concepts and phenomena specific to the MENA region. Thus, research espousing the emic approach has a particular role to play. In addition to standard papers, we hope to also publish conceptual articles, case studies and book reviews.

Finally, I sincerely thank readers, editorial members, reviewers and authors who have trusted *MJCCM* as a venue to publish their work. I would like to also extend my gratitude to Inderscience colleagues for their active involvement in contributing to the prompt completion of this very first issue.