
Editorial

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Biographical notes: David D. Schein is a Professor and Cameron Endowed Chair of Management and Marketing for the Cameron School of Business at University of St. Thomas – Houston. He is also an author, speaker, attorney and consultant. He is the author of *The Decline of America: 100 Years of Leadership Failures* (2018), *Bad Deal for America* (2021) and numerous academic and professional journal articles. He obtained his BA in the University of Pennsylvania, MBA in University of Virginia, JD in University of Houston and PhD in University of Virginia.

Welcome to the first edition of Inderscience's *International Journal of Cultural Management*! When I accepted the invitation to become the Editor-in-Chief in early 2019, I did not anticipate that it would take this long to get our first edition into print. Of course, the COVID pandemic has had an impact throughout the world, and publishing is no exception. As many of us return to the classrooms and laboratories, I am hopeful that the pace of submissions and publications will increase to pre-pandemic levels.

Selected for this first edition are a unique collection of fascinating articles that help to provide a world view of cultural management. Included in this edition is 'Exploring film marketing in the new age digital era. Four cases of marketing European art house film productions' by Eirini Sifaki and Maria Papadopoulou. This article introduces the reader to the concept of 'transmedia' film marketing for independent films. Such films do not have the big promotional budgets of the traditional firms. The research presented focuses on four examples of how these films with more modest financial backing can reach their audience through digital means.

This edition also presents 'Fruitful artefacts: the role of artistic and creative practices within cultural organisations' by Anthony Schrag. This article explores the world of the artist as not just a recipient of organisational direction, but as an active participant. Artists can be captioned by the stereotype of not being very business savvy, but this research does strongly recommend that they be involved in providing creative guidance to marketing and management of cultural organisations.

An example of the diversity of articles in this edition is 'A study of challenges, issues and motives of self-initiated expatriates in Delhi National Capital Region' by Parul Saxena and Bahrullah Safi. This article presents an exploratory study of filling gaps in the international labour market by recruiting self-initiated expatriates (SIEs). The authors examine the motivations for SIEs to move to different labour markets and how those markets can be made more attractive to these workers. The study model is the large SIE participation in Delhi NCR.

Also focused on human resource matters is 'Strategic human resource management and leadership of cultural organisations in the 21st century' by Isidora Thymi,

Eugenia Bitsani and Stavros Pantazopoulos. This article is based on an imaginative survey of the use of strategic human resource management in cultural organisations. The study focused on the Kalamatas Lyceum Association of Greek Women, which uses a strategic approach despite its largely volunteer workforce.

Exploring the cliché of ‘When East meets West’, ‘When Eastern organisational cultures meet Western economies: some potential impacts’ by Jose Areekadan, conducts a literature review of the Eastern concepts of *guanxi* and *wasta* as applied to the Canadian economy. The author explains his conclusion on the lack of economic influence in Canada of these two common Eastern concepts.

Rounding out our first edition is ‘Attendees’ motivation and emotional satisfaction of cultural festivals: a case study of Ojude Oba Festival, Ijebu-Ode, Nigeria’ by Oladunni Philip Adesiji and Adeogun Olajumoke. This article presents the colourful Ojude Oba Festival and explains how this event and similar ones provide not just entertainment for the local population and tourists, but also perform an important educational component. The article documents a study on why tourists attend such events and what they may gain from the experience.

I want to thank my associate editor, Dr. Wei Song and our regional editors, as well as our many reviewers who kindly contributed their time to help our authors polish their works. As most know, these are not compensated positions, so an expression of gratitude is certainly in order. The work of academic publications cannot proceed without editors and reviewers. I also want to thank the authors who contributed their works to this first edition. Their fine work will provide the basis for future rankings of this journal.