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## Editorial

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The Euromed region is at the crossroads of the world's most fascinating and rewarding civilisations 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 17th issue of the *Euromed Journal of Management* focuses on subcultures, drawing insights from research in a variety of local settings and beyond. In the opening paper, Sibelle S. Freiha presents the influence of corporate governance and corporate social performance in the Lebanese banking sector. In the next paper, Samira Abdelhamid and Abeer A. Mahrous expose the effect of celebrity vs. ordinary people endorsement on charity donations in Egypt.

The third paper proposed by Sibelle S. Freiha and Mario E. Sassine show the impact of organisational justice on workplace outcomes and the mediating role of social exchange construct. The fourth paper prepared by Jun-Cheng Chen offers insights about the state of the art in the search engine optimisation world. Finally, in the final paper, Lindos Daou, Nathalie Nasr and Marwan Azouri highlight the critical success factors of restaurant franchisors in Lebanon.

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 EuroMed region.