


# Insights into Socioeconomic and Political Transformations in the Euro-Mediterranean Region

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The *International Journal of Euro-Mediterranean Studies* is proud to present a diverse collection of articles that address pressing issues shaping the socioeconomic, political, and cultural landscapes of the Euro-Mediterranean region. From the evolving consumer behaviours driven by global crises to the interplay of politics, religion, and economic development, this issue highlights critical research that contributes to our understanding of a region characterized by both its historical richness and contemporary challenges.

‘Innovative Marketing Approaches and Transformation of Slovenian Consumer Behaviour During the COVID-19 Pandemic.’ Pucelj et al. provide a timely and insightful analysis of consumer behaviour in Slovenia during the COVID-19 pandemic. The study explores innovative marketing strategies that emerged as businesses adapted to unprecedented disruptions. The authors emphasize how digital transformation and creative engagement strategies reshaped consumer habits and preferences. By identifying key behavioural shifts and adaptive practices, this research offers valuable lessons for businesses navigating post-pandemic recovery. Importantly, the study situates Slovenia’s experience within a broader global context, demonstrating how agile marketing approaches can foster resilience during periods of economic uncertainty.

‘Integrating Spirituality and Politics: Insights from the Moroccan Model of Religiosity and Governance in Contemporary Society.’ Houssaini’s exploration of Morocco’s unique model of religiosity and governance is a significant contribution to the study of politics and spirituality in the

[192] region. The article delves into the integration of religious values within Morocco's political framework, offering a nuanced understanding of how spirituality shapes governance. By analysing Morocco's approach, the study underscores the potential for coexistence between modern political systems and traditional religious structures. This insightful work not only advances scholarly discussions on religion and politics but also highlights Morocco as a model of stability and innovation in the Arab world.

'Democratization in Tunisia: Negotiating the Interplay of Policy and Economic Development.' Selmi's article examines the complex relationship between policy and economic development during Tunisia's democratic transition. Tunisia's experience as a post-Arab Spring nation is marked by both hope and challenges, as the study reveals. Selmi highlights the policy debates that have emerged in the wake of Tunisia's democratization, particularly those related to economic reforms and growth. The article sheds light on the controversies surrounding governance, policy implementation, and socioeconomic disparities, offering critical reflections on the successes and shortcomings of Tunisia's transitional journey. This work is essential for policymakers and scholars seeking to understand the intricate dynamics of democratization and economic transformation.

'The Impact of the Audit Committee on Financial Performance in Moroccan SMES: An Empirical Examination.' In their empirical study, Laaroussi et al. investigate the role of audit committees in enhancing the financial performance of Moroccan small and medium-sized enterprises (SMES). The research underscores the importance of strong corporate governance mechanisms in fostering transparency, accountability, and financial stability. By examining Moroccan SMES, the study provides robust evidence that effective audit committees contribute significantly to improved financial outcomes. The findings are particularly relevant for emerging economies, where SMES play a vital role in economic growth and employment. This article makes a valuable contribution to the discourse on corporate governance and its impact on business success in the Euro-Mediterranean context.

'The Impact of Tourism, Foreign Direct Investment, Trade, Economic Growth, and Renewable Energy on Carbon Emission.' El Menyari's research addresses one of the most pressing global challenges: the rela-



tionship between economic growth and environmental sustainability. Focusing on tourism, foreign direct investment, trade, and renewable energy, the study examines their collective impact on carbon emissions. Using case-specific analysis, the author highlights the delicate balance between fostering economic growth and mitigating environmental harm. This research is particularly timely as nations across the Euro-Mediterranean region grapple with sustainable development goals. By emphasizing the role of renewable energy, the study provides actionable insights for policymakers seeking to align economic strategies with environmental priorities.

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‘Emotional and Social Intelligence and Its Impact on the Business Success of Bulgarian Enterprises.’ Todorova et al. explore the critical role of emotional and social intelligence in driving business success in Bulgaria. The study highlights how leaders’ emotional awareness, empathy, and interpersonal skills contribute to organizational performance and competitiveness. By analysing Bulgarian enterprises, the authors demonstrate that emotional and social intelligence are not merely soft skills but strategic assets that foster employee engagement, innovation, and business growth. This research bridges the gap between psychology and business studies, offering practical implications for leaders and managers aiming to enhance organizational outcomes.

The articles featured in this issue collectively reflect the diverse and dynamic challenges facing the Euro-Mediterranean region. Whether addressing economic resilience, governance, democratization, or environmental sustainability, each study contributes valuable insights that advance our understanding of this multifaceted region. By examining case studies from Slovenia, Morocco, Tunisia, and Bulgaria, the authors provide both localized and globally relevant perspectives.

We hope that this issue inspires further research and dialogue among scholars, policymakers, and practitioners committed to fostering progress in the Euro-Mediterranean space. As we navigate the complexities of a rapidly changing world, the knowledge shared in these articles serves as a foundation for informed decision-making and innovative solutions.