

The European Journal of Applied Business and Management (EJABM) publishes its second issue in November 2015, with articles written by national and international researchers in Portuguese, English and Spanish.

The second issue includes eleven scientific articles that were evaluated by double blind system, covering different areas of management and applied business. The reader will have online access to articles on social entrepreneurship, innovative capacity of the business community, online advertisement and consumer perception, Co-branding strategies, management accounting reports and hospitality industry development, several ways to assess corporate social responsibility, cultural exchange, corporate governance, and the assessment of costumer's preferences.

I would like to thank all the authors who have contributed articles and also the referees for their collaboration in analysing these submissions. The interest of the topics covered and the quality of the papers are surely a strong reason for other authors to submit their work for future numbers.

One of EJABM's advantages is that it presents itself as an open-access academic journal which allows research dissemination in several areas of applied business, such as business strategy, marketing, entrepreneurship and innovation, human resource management, organizational behavior, organizational theory, and international business.

I invite all the researchers and those interested to read this this edition. Thank you for considering the EJABM for reading and publishing your research.

The next issue of EJABM coming out in May 2016.

Sincerely,

Ana Pinto Borges, PhD

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