

The European Journal of Applied Business and Management (EJABM) publishes its sixth regular issue, with articles written by national and international researchers.

This issue includes seven scientific articles that were evaluated by a double blind system, covering different areas of applied business and management. The reader will have online access to the articles in: i) communication and leadership; ii) evaluation of the use of the contents generated by the user in the platform of reservation of hotels online Booking; iii) assessment of the perceived value in the insurance industry, as well as its antecedents and consequences; iv) verification of the Programa Revitalizar on the likelihood of bankruptcy of an organization; v) obtaining an investment strategy with positive and consistent profitability over time, considering on the one hand technical analysis and on the other the buy-and-hold strategy; vi) analysis of the economic dependence of tourism and attitudes of residents in Santa Eulària des Riu (Ibiza); and vii) evaluation of the impact of economic and financial barriers on the creation of new organizations.

We invite all the researchers and those interested to read this edition, with original empirical and theoretical research articles which in total covers 129 pages. Thank you for considering the EJABM for reading and publishing your research.

The next issue of EJABM will be coming out in December 2017.

Sincerely,

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