

Editorial

The European Journal of Applied Business and Management (EJABM) publishes its fifteenth regular issue, joining a wide spectrum of research nationalities, focus, visions and topics.

This issue includes seven articles, previously evaluated by a double-blind peer-review system, guaranteeing high quality standards and scientific robustness that EJABM readers want to find. In this issue, the international dimension of EJABM is reinforced with research from Portuguese, Brazilian, Nigerian, Spanish and Bangladeshi authors.

In this EJABM issue, the first after joining the ICI Copernicus Journals Master List as an indexed journal, a wide range of topics are analyzed, with different perspectives and approaches. Amongst the topics covered in this issue, there are firm focused topics management abilities, human resource management, innovation and macroeconomic focused topics, such as meta-regression analysis in economics and business, revenue gap, financial integration, and economic crisis contexts.

Altogether, this issue of EJABM appeals to professionals and researchers in the areas of business, and management as well as in the areas of economic policy. Moreover, we believe both firm managers and policy makers can benefit from this issue of EJABM.

The issue kicks off with the management topics, with the article “Understanding quality management and customer satisfaction: a necessity”, which evaluates how management abilities can interact with customer satisfaction. The second article in this issue is dedicated to the topic of human resource management, namely the “Effect of recruitment and selection on employee retention: mediating factor of employee engagement”. Afterwards, the article “Theory, practice and critique of meta-regression analysis in Economics and Management” details how this methodology can help in future topic related research. The fourth article “Innovation strategies in economic crisis context: the case of the cork industry in Portugal” analyses the interaction between macroeconomic conditions and firm strategy development. The fifth article analyses “the impact of revenue gap on economic growth: a case study of Bangladesh”, whereas the sixth article focus on “The real effects of global financial integration”. Finally, this issue ends with an exploratory study on “e-commerce and internationalization strategies”.

The next issue of EJABM will be published in March 2020.

Thank you for the interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management