

The European Journal of Applied Business and Management (EJABM) publishes its first issue in June 2015, with articles written by national and international researchers.

The EJABM is owned by ISAG – European Business School’s Research Centre. Its main objective is to provide the opportunity for knowledge dissemination in the areas of applied business, such as business strategy, marketing, entrepreneurship and innovation, human resource management, organizational behavior, organizational theory, and international business. The EJABM also has an editorial team with high reputation, dedicated to various areas of management.

The first edition includes twelve scientific articles, covering different scientific areas of management and applied business. The EJABM publishes two periodic issues per a year, with the second number coming out in November.

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

Sincerely,

Ana Pinto Borges, PhD

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