

Editorial

The European Journal of Applied Business and Management (EJABM) publishes its sixteenth regular issue, assembling research from all around the world and joining a wide spectrum of research nationalities, focus, visions and topics.

The present issue includes six original research articles, previously evaluated by a double-blind peer-review system. This review process guaranteed the publication & ethics standards of EJABM, as well as promoting scientific quality of the published articles. EJABM is a international scientific journal. This issue presents research from Portugal, Brazil, Spain and Pakistan.

EJABM has been growing steadily. In fact, we are proud that this is the first issue after being included in REDIB database for indexing. The previous issue was the first after joining the ICI Journals Master List as an indexed journal, which confirms the growth pace of our journal.

This issue includes research articles from different topics, which help deepen the debate on each field. Amongst the topics covered, there is marketing research, as well as innovation, hospitality, tourism and business economics.

The first article of this issue is “Relacionando liderança transformacional e comprometimento organizacional em educação: evidência do Brasil”, which empirically analyses the leading process and organizational behavior of a institution. The second article, “Ahorro y jubilación entre los millennials españoles: un análisis preliminar”, which analysis how younger generations are able to save and their perspective towards retirements. Afterwards, “A gestão de clients e lealdade com recurso ao marketing experiencial: uma perspetiva teórica”, which assesses marketing abilities and client fidelization. The fourth article included in this issue is “Elementos de jogo e perfis de gamificação numa aplicação em saúde: um estudo de campo”, which proposes an innovative application of games to the health sector. The fifth article, “Assessing the factors affecting growth of small firms in Pakistan” is a contribution to the theory of firm, relating internal characteristics with growth of profits of firms. The last article of this issue “O future dos programas de fidelização na hotelaria em Portugal: um estudo preliminar” assesses innovation in the hospitality and tourism sectors, evaluating the effects of fidelization programs in Portuguese hotels.

We believe that this issue of EJABM appeals to professionals and researchers in the areas of business, marketing, hospitality, tourism, health and economics. Moreover, we believe both firm managers and policy makers can benefit from this issue of EJABM.

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

Thank you for the interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management