

## **Editorial**

The European Journal of Applied Business and Management (EJABM) publishes its eighteenth 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 four 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 an international scientific journal. This issue presents research from Portugal and Nigeria.

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

The first article of this issue is “A Cidade de Fátima: História, Desenvolvimento e Perspetivas Económicas”, which reviews theoretical elements and empirically analyses the determinants of religious tourism in the city of Fatima. The second article, “Effect of Strategic Leadership and Strategic Thinking on Firms’ Competitive Advantage: Evidence from Fast Moving Consumer Goods Sub-Sector”, analyses the impact of the effect of strategic leadership and strategic thinking on competitive advantage for the case of Nigeria. Afterwards, “Determinantes da lealdade e do passa-palavra no sector agrícola”, highlights the central role that satisfaction assumes as a mediating variable between perceived value and reputation in the agricultural sector. The last article of this issue “Perspetiva conciliadora do marketing relacional e digital: um olhar no contexto organizacional”, presents a conciliatory perspective between relational and digital marketing.

We believe that this issue of EJABM appeals to professionals and researchers in the areas of marketing, hospitality, tourism, business 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 December 2020.

Thank you for the interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

*Editor, European Journal of Applied Business and Management*