

Editorial

The European Journal of Applied Business and Management (EJABM) publishes its nineteenth 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 Spain, France, Mexico, Brazil, and Bangladesh.

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, technology, and bank performance.

The first article of this issue is “Influencia de la categorización de productos de consumo en las ventas digitales: El efecto mediador de la tasa de conversión” and offers an analysis of the mediating effect of the category of consumer products on sales performance. The second article, “El ecosistema del emprendimiento en Galicia en el marco del proyecto GEM”, applied the ecosystem approach to analyze the Galician entrepreneurial environment based on the information provided by the GEM project. Afterwards, “O Paradoxo da Privacidade e a Utilização de Tecnologias da Internet das Coisas”, explore the aspects that determine users of Internet of Things’ action, when they provide personal information on intelligent environments. The last article of this issue, “Factors influencing the Bank’s performance: Comparative study between fourth generation and top banks of Bangladesh”, analyze the influence of bank-specific accounting variables on commercial banks’ profitability, and explore the differences between Bangladesh’s fourth generation banks and top banks, during the period 2013-2018.

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

The next regular issue of EJABM will be published in March 2021.

Thank you for the interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management