

Editorial

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

The present issue includes five 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 the scientific quality of published articles. EJABM is an international scientific journal. This issue presents research from Brazil and Portugal.

This issue includes research articles from different topics, which help deepen the debate on each field. Amongst the topics covered, there is management and firm's performance, as well as accounting and work performance.

The first article of this issue is "Creative strategy and storytelling in advertising: conceptual systematization and empirical analysis of Brazilian restaurant brands". Creativity plays a key role in marketing communication and especially in advertising. In this context, this study intends, on the one hand, to systematize the application of creative strategy and storytelling in advertising, as technical procedures that can guide the work of communication professionals. On the other hand, it intends to present an empirical application of these concepts through a content analysis of campaigns of restaurant brands in Brazil.

The second article is "Mapeando a escolha do estudante de marketing e comunicação no ensino superior: Um estudo em Portugal" and aims to explore the process of choosing HEI from the perspective of students in a master's program offered by an institution that is part of the polytechnic higher education system in Portugal.

The third article "Uma análise da influência do perfil empreendedor do líder no processo de internacionalização de PME de base tecnológica" aims to identify the leader's entrepreneurial profile in small and medium-sized technology-based companies (SMEs) and understand how this profile influences the company's internationalization process.

The fourth article "A contabilidade criativa e a fraude na perspectiva dos alunos e profissionais da área financeira" aims to investigate the opinion of accounting professionals, auditing professionals and higher education students in the financial area on creative accounting.

And, finally the fifth article "Aprendizagem empreendedora ativa: o despoletar do envolvimento do estudante" aims to present and describe some active learning strategies implemented by the authors, teachers at the Polytechnic Institute of Cávado and Ave (IPCA), in Portugal. The reason is that some of the characteristics of the 21st century are complexity, unpredictability, and interdependence, requiring students to be prepared to effectively respond to the enormous challenges of professional situations.

We believe that this issue of EJABM appeals to professionals and researchers in areas like management, accounting, and human resources. Moreover, we believe both firm managers and accountants can benefit from this issue of EJABM.

The next regular issue of EJABM will be published in March 2022.

Thank you for the interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management