

## **Editorial**

The European Journal of Applied Business and Management (EJABM) publishes its twenty-fourth 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 promote the scientific quality of published articles. EJABM is an international scientific journal. This issue presents research from the Federal Republic of Nigeria, Spanish, and Portugal.

This issue reflects and debates the current state of research in the broad field of management and firm performance, tourism, marketing, and accounting.

The first article of this issue is ‘Quality management and supply chain management hybrid approach to manufacturing firms’ performance’. This study applies structural equation modeling to investigate how quality management can improve supply chain practices in manufacturing firms’. Additionally, this study intends to analyze the role of supply chain practices in the relationship between quality management and organization. The second article is ‘From the increase in tourism to the fall in tourism demand: the importance of marketing and the effects of a pandemic’ and intends to understand the main trends in tourism segmentation in a (post) pandemic addressing the role of marketing. The third article is ‘Restaurants with a Michelin star in the tourist revitalization of the county of O Salnés (Galicia, España)’. This study employs a qualitative approach to explore the impact of Restaurants with a Michelin star on the promotion of tourism in the region. The fourth article ‘An endless bookcase: Variables associated with impulse buying of books’ aims to investigate the determinants of impulse buying of books’. Finally, the fifth article ‘Determinants of Annual Abnormal Yields of Stocks belonging to the Euro stoxx 50 Index’ applies an econometric model to explain the company-external indicators influencing the annual abnormal profitability of the stocks that belong to the *Euro Stoxx 50* index

We believe that this issue of EJABM appeals to professionals and researchers in areas like management, accounting, tourism, and marketing. 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 September 2022.

Thank you for your interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

*Editor, European Journal of Applied Business and Management*