

The European Journal of Applied Business and Management (EJABM) publishes its Special Issue dedicated to the Circular Economy in September 2022, due to its current importance in the planet's path towards sustainable development.

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 Colombia and Portugal.

This issue includes research articles from different topics, which help deepen the debate on each field. Amongst the topics covered, there is sustainable tourism and environmental sustainability, as well as green marketing.

The first article of this issue is “The use of a Geographic Information System to increase Outdoor Tourism” and aims to analyze a Geographical Information System as a tool to improve outdoor tourism, using a case study in the Northern region of Portugal. Based on the GIS data, it is possible to provide the information on the internet, which is called Web-GIS, and this will be the tool presented in this study.

The second article is “Estratégia de comunicação para uma loja colaborativa de marcas de moda sustentável” and has the main goal of analyze and create the brand identity of a collaborative store of small sustainable fashion brands as well as create a strategic communication plan applied to this store.

The third article “Is climate risk affecting private participation in infrastructure projects? Empirical evidence from developing countries” and is an empirical investigation that explore the climate risk effects on private participation in infrastructure projects developed in low- and middle-income countries.

The fourth article “Análisis al modelo de negocio verde en Colombia; una mirada en tiempos de Pandemia” aims to describe the business impact of the green business model, within the structure of the SME during COVID-19 pandemic.

Lastly, the fifth article “How Digital Media can help fight food waste” to understand how digital media can help raise consumer awareness of the importance of combating food waste, this is, if individuals are aware of this problem food; and if are willing to learn about digital tools that promote combat this type of waste.

We are deeply grateful to consider the EJABM for reading and publishing your research. The next regular issue of EJABM will be coming out in September 2022.

Sincerely,

Ana Pinto Borges, PhD
Editor, European Journal of Applied Business and Management
ejabm.isag@gmail.com