

Editorial

The European Journal of Applied Business and Management (EJABM) publishes its twenty-five 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 Brazil, Colombia, Portugal, and Turkey.

This issue reflects and debates the current state of research in the broad field of sustainability, green labels, green marketing, organizational competitiveness, corporate reputation, stock liquidity, air quality, airport performance, network.

The first article of this issue is ‘Corporate Reputation and Stock Liquidity: the US case’. This study intends to analyze if there is a positive relationship between corporate reputation communication through media ranking and stock liquidity.

The second article is ‘Evaluation of the Five Busiest Airports in Turkey through Fuzzy FUCOM and MAIRCA’ and intends to evaluate and rank the performance of five major airports in Turkey through the proposed two-stage decision-making model.

The third article is ‘Influence of sustainability on the purchase decision of products’. This study aims to discuss the question of whether the aspect of sustainability plays a role in the consumer’s purchase decision about green purchase and behavior toward green products.

The fourth article is ‘Assessment of organizational competitiveness –Case study of a brazilian organization in the telecommunications sector’. The purpose of this study is to assess organizational competitiveness by using the focus methodology (Agostinho et al., 2012) associated with the Likert scale, applied to a Brazilian organization in the telecommunications sector.

Finally, the fifth article ‘Use Case to measure Air Quality using NB IoT’ is related to the issue of performing a diagnosis of Air quality in order to develop IoT meteorological prototypes that allow the generation of the environmental welfare of the community.

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 December 2022.

Thank you for your interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management