

Editorial

The European Journal of Applied Business and Management (EJABM) publishes its twenty-six 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 seven 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 Argentina, Brazil, Ecuador and Portugal.

This issue reflects and debates the current state of research in the broad field of competitiveness, students' satisfaction and retention, COVID-19, financial entities, financial indicators, podcasts, uses and gratifications theory, structural equation model, gender pay gap, gender issues, business systems, business strategy, Euronext, stock returns, cash flow, productivity, modernization of administration, Google Scholar and meta-analysis.

The first article of this issue is 'Empirical Analysis of Attractiveness Factors, Satisfaction, and Loyalty of Portuguese Higher Education Students'. This study intends to investigate the factors that led to the enrollment into Higher Education by students due the need to develop effective strategies to attract students in increasingly competitive market.

The second article is 'Banking with COVID-19: financial indices of private banks in Ecuador in the period 2019-2021' and intends to analyze the impact of COVID-19 on the financial indices of private banks in Ecuador in the period 2019-2021, observing the health of these entities in the context of the health crisis.

The third article is 'Consumption of podcasts in Portugal: an application of the uses and gratifications theory'. This study aims to characterize the profile of the Portuguese consumer of podcasts, and examine the uses and gratifications that the consumer obtains when listen to the digital content.

The fourth article is 'Pay Gap between Men and Women: Reality or Fiction? Analysis of the "Gender Pay Gap – Elimination" project'. The study aims to discuss the project "Gender Pay Gap – Elimination" to determine whether it is possible to confirm that the identified pay gap is the reality in Portugal.

The fifth article 'Proposed Method for Assessing Organizational Competitiveness' proposes a method of evaluating organizational competitiveness with defined steps, considering the stimuli of the external environment and the attributes of the business system.

The sixth article 'The impact of productivity on Euronext stock returns' is related to the study of a set of specific indicators to the companies in the determination of Euronext stock returns.

Finally, the seventh article 'The Modernization of Administration through the Lens of Google Scholar' debate the modernization of the administration since it is a unique issue in society.

We believe that this issue of EJABM appeals to professionals and researchers in areas like management, accounting, taxation, 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 March 2023.

Thank you for your interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management