

Editorial

The European Journal of Applied Business and Management (EJABM) publishes its twenty-seven 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 Nigeria, Portugal and Turkey.

This issue reflects and debates the current state of research in the broad field of reverse stock splits, restructuring, mergers, acquisitions, influencer marketing, digital influencers, tridimensional relationship, evolutionary trajectories, personal brands, knowledge management, sustainability, Sustainable Development Goals, endomarketing, human capital, strategic management, social entrepreneurship, social entrepreneur, employment, self-employment, and manufacturing.

The first article of this issue is ‘Reverse stock splits effects on the liquidity of European stocks. This study intends to analyze the effect that reverse stock splits have on the liquidity of European stocks. The results clarify the behavior of liquidity after the reverse stock split and have important implications for investors wishing to acquire shares in firms on the verge of executing this operation, as it which may influence their investment decision.

The second article is ‘Restructuring: Analysis of the impact of the acquisition process on company performance: an overview’ and aims to analyze the M&A (Mergers & Acquisitions) process, doing an overview to the impact of acquisitions on the performance of acquiring companies and which are the most frequently used indicators and methodologies for this purpose. If focus, especially, in the acquisition process for European companies.

The third article is ‘Influencer marketing: a three-dimensional relationship between digital influencers, brands and accounts’. This study aims to explore the perception gaps of three key players regarding the design and implementation of influencer marketing strategies- brands, digital influencers, and accounts- in the following sectors: fashion, beauty and lifestyle.

The fourth article is ‘The Contributions of Knowledge Management to the Sustainable Development Goals’. This study aims to analyze the contributions of knowledge management to Sustainable Development Goals (SDGs). To achieve the main goal, a systematic literature review was carried out.

The fifth article ‘Endomarketing in Human Capital Management: Preliminary perspective in the context of the Minho Urban Quadrilateral (Portugal)’ aims to understand the importance of endomarketing in organizations and whether internal strategies are essential in human capital management.

The sixth article ‘Social Entrepreneurship: Motivations and Opportunity for Job Creation’ aims to analyze the main motivations that accompany the decision to create a social

entrepreneurship initiative, as well as the potential that social entrepreneurship has for job creation, especially self-employment.

Finally, the seventh article ‘Manufacturing flexibility and business environment uncertainty: Establishing supporting practices within manufacturing flexibility’ explores the literature gap in a Sub-Saharan business environment once no study has examined a possible support practice among the practices of manufacturing flexibility.

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 June 2023.

Thank you for your interest on EJABM.

Sincerely,

Ana Pinto Borges, PhD.

Editor, European Journal of Applied Business and Management