

ISSN: 2183-5594

**EJABM** European  
Journal  
of Applied  
Business and  
Management •

# European Journal of Applied Business and Management

**Volume: 11**

**Issue: 1**

**Year: 2025**

**EJABM**

*Editorial*

***Navigating Contemporary Challenges in Business and Governance***

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**1. Introduction**

In an era marked by rapid economic, technological, and societal transformations, business and governance models must continuously adapt to meet emerging challenges. From sustainable development and territorial branding to the financial dynamics of municipalities and the evolving relationship between cryptocurrencies and stock markets, contemporary research offers valuable insights into these pressing issues. As Drucker (1999) aptly stated, "The best way to predict the future is to create it," reinforcing the need for proactive strategies in business and public administration.

The latest issue of the European Journal of Applied Business and Management (EJABM) continues its commitment to fostering high-quality research that contributes to the understanding of applied business and management practices. This edition features six original research articles, each rigorously peer-reviewed, that explore critical dimensions of local governance, entrepreneurship, financial sustainability, and organizational success.

The interaction between public policies and the Sustainable Development Goals (SDGs) is a central theme in contemporary governance. Studies have demonstrated that local governments play a pivotal role in implementing sustainability strategies (Bovaird & Löffler, 2009). Additionally, regional branding and tourism entrepreneurship serve as vital economic drivers, fostering innovation and competitiveness in local markets

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(Anholt, 2007). Moreover, the increasing financial burden of urban waste collection necessitates a reassessment of contracting procedures to ensure economic efficiency and transparency in public administration (Osborne & Gaebler, 1992).

The contributions in this edition provide essential insights into these and other key topics, offering a multidisciplinary perspective that is valuable to academics, policymakers, and practitioners alike.

## 2. Structure of the Issue

This issue includes six original research articles covering a diverse range of themes:

1. **The Preponderance of Public Policies in the Realisation of the Sustainable Development Goals in Portuguese Local Government: The Case of the Municipality of Covilhã** – This study highlights the critical role of local governance in fostering sustainable development and improving community well-being.
2. **Destination Branding through Tourism Entrepreneurship and Territorial Identity: The Center of Portugal as a Case Study** – Investigating how territorial branding influences tourism, investment, and business opportunities, this research examines entrepreneurial perceptions of regional identity.
3. **An Analysis of the Criteria Used to Draw Up Tendering Procedures for Waste Collection Services** – Addressing the economic impact of public cleaning contracts, this article explores how procurement processes can align with principles of legality, efficiency, and cost-effectiveness.
4. **The Impact of Fiscal Competitiveness on Portuguese Municipalities: An Analysis Based on the Municipal Dimension** – This study evaluates the relationship between municipal tax rates and local governance, considering legal frameworks and economic sustainability.
5. **The Importance of Internal Marketing in Achieving Job Satisfaction and Organisational Success: A Study Applied to Portuguese Public Administration Organisations** – Investigating internal marketing strategies, this article explores how employee satisfaction drives organisational effectiveness and service quality.

6. **The Evolution of the Relationship Between Cryptocurrencies and Stocks: An Empirical Analysis of the Influence of Bitcoin and Ethereum on Euronext –** Examining the correlation between cryptocurrency volatility and traditional stock markets, this research provides insights into financial market dynamics.

### 3. Acknowledgements

We extend our sincere gratitude to the authors for their contributions and to the reviewers for their invaluable feedback. Their dedication ensures that EJABM maintains its high academic standards and continues to be a reference in applied business and management research.

Special thanks to our indexing partners, including EBSCO, CROSSREF, GOOGLE SCHOLAR, LATINDEX, DRJI, ICI JOURNALS MASTER, REDIB, MIAR, and RCAAP, for enhancing the journal's visibility and accessibility within the global research community.

We hope that the studies featured in this issue will inspire further academic and practical discussions, fostering innovation and excellence in business and governance.

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### How to cite this article:

Borges, A. P., Remondes, J., & Vieira, E. (2025). Navigating Contemporary Challenges in Business and Governance. *European Journal of Applied Business and Management*, Vol. 11, Nº 1, 1-4. [https://doi.org/10.58869/EJABM11\(1\)/00](https://doi.org/10.58869/EJABM11(1)/00)