Editorial of the third Issue of the *Coimbra Business Review* Journal

Welcome to the third issue of **Coimbra Business Review** Journal.

In this third issue, the CBR follows the line of its initial conception, reflecting the multidisciplinary view of business sciences, in addition to a strong relationship with today's world and contemporary facts.

At a time when the world is confronted with terrorist attacks and environmental sustainability concerns, the latter sadly and recently highlighted by the United States withdrawal from the Paris Climate Agreement, we could not fail to emphasize these subjects and address these concerns in this CBR issue. With this perspective, the cover picture "Supersurface Life" reflects the last concern, reproducing a famous image from Superstudio group, as explained on the previous page.

This third issue of CBR comprises six papers covering the areas of political science, economy, management, finance and industry. The first paper by Jorge Amaro, "'Geometry of Peace' a novel approach to Terrorism trends – the case study of France", launches the discussion about the terrorism and proposes a Peace Research approach to understand the contextualization and the concepts of the underlying phenomenon, as well as to contribute to the training and education for peace.

The second manuscript by Pilar A. Urbistondo et al., entitled "Economic Crisis and Vulnerabilities of Tourism Markets", presents a comparative evaluation of the behaviour of leading outbound markets during the last economic crisis. More specifically, it analyzes the tourist behaviour of the seven most important outbound markets from different economic indicators during the 2008-2013 period. Results show that some traditional tourist outbound countries show economic instability when compared to the continuous and stable growth of some emerging countries.

The third paper by Cabri Bulut, "Quality Orientation and Innovative Performance", analyzes the impact of innovative performance in the main accepted components of quality orientation, representing a contribution to the quality management, innovation and strategic orientation areas. The conducted study used a sample of 38 companies of a fast developing country to provide empirical evidence on the positive and significant effects of quality practices in the innovative performance.

The fourth paper by Asta Valackiene, "Systematic Framework for Management of Change Communication: Organizing Elements of Change Management and Communication Process", presents a systematic framework to help public sector organizations to improve management of change communication within internal and external environments, to become more pro-active in fluctuation periods and better prepared for institutionalization changes.

The fifth manuscript by Idoia Etxeberria et al., "ECOBIOFOR project enabling the next production revolution in line with OECD Report – 'The Future of manufacturing and services- Interim report'", presents the ECOBIOFOR European project as an enabler of the next production revolution, in accordance with the overall objective of the Horizon's 2020 Societal Challenge "Climate action, environment, resource efficiency and raw materials", contributing to a sustainable and inclusive growth and to a greener economy.

The sixth and last paper by Leonīds Gabrevičs et al., entitled "Evaluation of financial benefits from implementing eco-friendly solutions in a company", evaluates the financial effect from implementing eco-friendly technologies in organizations and presents a short guideline for companies in order to implement and use eco-friendly solutions.

Taken together, the papers in this third issue of Coimbra Business Review reflect the interdisciplinary view of our journal and the multidimensional research regarding the broad field of the business sciences.

We would like to thank all the authors, editorial board members and reviewers for their invaluable contributions. We hope you enjoy this third issue of Coimbra Business Review and look forward to your feedback.

Pedro Costa
Editor-in-Chief