REVISTA ESMAT

DOSSIÊ TEMÁTICO – WESTERN STATE UNIVERSITY

Doctor of Business Administration – DBA 2024

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FOREWORD

It is a privilege to introduce this thematic dossier featuring scholarly research developed by candidates of the Doctorate of Business Administration (DBA) program at Western State University. The collection represents an important stage in the academic journey of our doctoral scholars and reflects the commitment of the University to research addressing contemporary challenges in business, management, and professional practice.

The DBA brings together academic inquiry and professional experience, enabling scholars to examine real-world challenges through systematic research. In a rapidly changing environment shaped by technological transformation, evolving consumer expectations, changing workforce dynamics, economic uncertainty, and interconnected markets, such research is increasingly valuable for both academic and professional communities.

The studies presented in this dossier cover a broad range of contemporary business

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issues, including artificial intelligence, marketing analytics, consumer behaviour, financial governance, blockchain technology, fraud detection, human resource management, leadership, superior education, financial literacy, and international business. This diversity reflects the multidisciplinary nature of modern business and the ability of DBA scholars to address complex issues from different perspectives.

An important characteristic of professional doctoral research is its connection with practice. By drawing upon their professional knowledge and experience, DBA scholars are able to identify relevant research questions and develop insights that may contribute to organisations, institutions, and decision-makers. The studies in this collection demonstrate this connection between academic research and practical challenges.

The dossier also highlights the importance of international academic cooperation. The collaboration between Western State University and ESMAT Journal provides a valuable platform for disseminating doctoral research and facilitating the exchange of knowledge across institutional and geographical boundaries.

Publication is an important milestone in the doctoral journey, allowing scholars to share their findings with the wider academic community and participate in scholarly dialogue. I congratulate all the scholars whose work is represented in this dossier for their dedication and intellectual commitment. I also acknowledge the faculty members, mentors, reviewers, and academic teams whose guidance and constructive feedback have supported their research journey.

Our sincere appreciation goes to ESMAT Journal for providing this platform and for supporting this academic collaboration. This dossier represents not only the research achievements of the scholars of the DBA 2024 but also the shared commitment of our institutions to advancing knowledge and encouraging meaningful academic exchange.

It is with great pleasure that I present this thematic dossier to the academic community. I extend my sincere congratulations to all contributing scholars and wish them continued success in their academic and professional pursuits.

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