
EDITORIAL


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[10.29073/e3.v9i2.903](https://doi.org/10.29073/e3.v9i2.903)

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SUSTAINABILITY, ENTREPRENEURSHIP AND TECHNOLOGY

Sustainability and digitalization are widely discussed topics in contemporary debates, both at the social, political and scientific levels (Dwivedi et al., 2022; Nishant et al., 2020; Pan et al., 2022). Sustainability focuses on major social and environmental challenges, such as climate change and inequalities, which are increasingly evident and are reflected in initiatives such as the UN Sustainable Development Goals (SDGs) or the 2021 UK Climate Change Conference (COP26). On the other hand, the discourse on digitalisation is focused on the transformative capacity of digital technologies and their growing presence in everyday life. Digital technologies such as cloud platforms, artificial intelligence (AI), Big Data (BD) and the Internet of Things (IoT) have transformed numerous industries, offering companies unprecedented benefits and new business opportunities (von Briel et al., 2018; Li, J., Inheritem et al., 2023; Rath, K. C. et al., 2024).

We are currently witnessing the creation of a new topic called digital sustainable entrepreneurship (Holzmann, Patrick, Gregori, Patrick, 2023; George et al., 2021; Gregori and Holzmann, 2020). This topic combines the areas of sustainable entrepreneurship and digital technology, recognizing the potential of digital technologies to drive sustainable business initiatives. This convergence highlights a new approach to creating sustainable value by seizing the opportunities offered by digital innovation in promoting corporate sustainability.

We must reflect on how we can contribute to building a more sustainable, entrepreneurial, and technologically advanced society for future generations. While recognizing success stories in entrepreneurship, we also observe the development of technologies that will drive digital sustainable entrepreneurship, offering innovative solutions to environmental and social challenges.

The journal e³ — Journal of Economics, Companies and Entrepreneurs in the CPLP emerges in this context as an important platform for disseminating scientific knowledge related to the economy, companies and entrepreneurs. With a biannual periodicity, and open access on the Web, this journal adopts the principle of free availability of knowledge, aiming to promote scientific and social responsibility and facilitate the transfer of knowledge to society. This number represents, therefore, another effort to share relevant knowledge and promote discussions on topics that impact sustainability, technology and entrepreneurship.

In this issue of e³, six articles are published that address relevant topics in the context of organizations today, which will be referred to and summarized below.

The first chapter, Sustainable education and the challenges of the contemporary world, highlights the need for an innovative and interdisciplinary approach in education to address the complex challenges of the contemporary world, emphasizing the importance of developing adaptive and metacognitive skills to prepare individuals for an ever-changing work environment in an evolving global society, highlighting the main problems of our time such as the limitation of natural resources, population growth, environmental deterioration and conflicts between nations. Using a qualitative approach, the authors concluded that society faces significant challenges on a global scale and suggest an interdisciplinary and innovative approach to dealing with these challenges, especially in the context of education and technology.

The second chapter, Business Intelligence Implementation Roadmap for Hospitality and Tourism Industry: Exploraty Work, presents a methodology for implementing effective Business Intelligence (BI) systems that enable Hospitality and Tourism sector companies to make informed and strategic decisions based on comprehensive data analysis. The proposed methodology consists of several steps: a review of existing BI systems in companies in the sector; identification and characterization of strategic objectives and systems; proposal of dashboards to support decision-making; definition of a reference architecture for the BI system; and preparation of a roadmap for implementation. This comprehensive methodology aims to provide a structured and results-oriented approach to successfully implementing BI systems in hospitality and tourism businesses, aiming to improve their ability to analyze and make decisions based on data.

The third chapter, Smart Tourism Destinations in the 21st Century Society: Contributions of the Information Professional, consists of a literature review that explores the relationship between information professionals, today's global society and smart tourism destinations. The authors concluded that the "Portugal 2030 Strategy" plan is aligned with the Agenda that follows the UN Sustainable Development Goals (SDGs) guidelines. They also highlighted the importance of the objectives defined in the Projects: Hote 4.0, Tourism Initiative 4.0, the Upgrade 2.0 Program, and the Municipality of Guarda Project. Regarding the Guarda project, they concluded that it is up to the municipality to provide financial resources so that the project can continue to work towards consolidating Guarda as a smart tourist destination in Portugal. According to the authors, this investment is crucial to ensure the progress and success of the project, allowing Guarda to harness its full potential as an innovative and sustainable tourist destination.

The fourth chapter, Drowsiness Detection and Prevention Using Artificial Feature Recognition, addresses the issue of driver fatigue (drowsiness) as an essential factor for road accidents in Portugal. It presents a project that proposes the development of an application aimed at detecting

and alerting drivers about their potential drowsiness, using technology based on artificial intelligence, for example, the one proposed by the Microsoft Face API. To analyse the driver's facial features and assess their drowsiness, the solution issues warnings and intervenes when necessary to maintain the driver's safety. In addition to being "user friendly", it is also adaptable to various sectors, including automotive and industrial. According to the authors, the app aims to bridge the gap between the safety offered by onboard systems and the accessibility of mobile systems, thus contributing to the prevention of road accidents and potentially saving lives.

The fifth chapter, Entrepreneurship and COVID-19: The Entrepreneurial Challenge in a Global Pandemic, presents a study that identifies and analyzes the main challenges entrepreneurs face during the COVID-19 pandemic, contributing to the understanding of economic development and evolution during health emergencies. In addition to reviewing the literature, the authors also analyzed the financial indicators of companies provided by the Tax Authority of Ecuador in the years 2019, 2020 and 2021. The study concluded that, during the pandemic period, all companies, regardless of size or business sector, were generally affected. According to the authors, Ecuador is currently experiencing an economic and financial crisis that could materialize into a competitive advantage. They also concluded that new companies in Ecuador are one of the most active factors in the economy, as they stimulate productive activities that provide greater added value and more significant economic and social development. Financial capital is a fundamental axis for the progress of enterprises.

The sixth chapter, Women Entrepreneurs Challenges and Achievements in Search of Social and Economic Inclusion: A Case Study of Fair Sellers in Montes Claros/MG, aims to identify the main challenges and achievements of women entrepreneurs in Montes Claros who seek social and economic inclusion. The authors adopted a qualitative approach to empirical data collection. In addition to the bibliographic analysis, semi-structured interviews were conducted with the entrepreneurs, a formal technique to obtain information through the conversation with the interviewees. The results revealed that the main challenges female entrepreneurs face include the lack of capital for investment, difficulty reconciling personal and professional life, and instability of the market/economy. On the other hand, women become entrepreneurs mainly to feel fulfilled with their work and to have flexible schedules. The main achievements reported are related to material goods, such as increased income, acquisition of real estate, and travel, among others, resulting in social inclusion. The results provide valuable insights for developing policies and support programmes aimed at women's entrepreneurship and promoting equal economic opportunities.

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ACKNOWLEDGEMENTS

We end this editorial by expressing our gratitude to all the authors and reviewers involved in this edition, hoping that this issue of e3 will prove to be a useful reading for all those who are mobilized around the themes addressed.