

A new phase for the Bulletin of Economic Studies: Academia at the service of business practice

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This issue of the Bulletin of Economic Studies (*BEE*) marks the beginning of a new phase in its long history. The regular reader of the journal will probably have noticed that changes have been afoot merely by looking at the design of the cover, which reflects the impetus given to the publication and the changes implemented in its editorial policy. In this foreword we would like to outline these changes and emphasise that, despite the ongoing renewal, the focus of the *BEE* is to continue to provide new valuable knowledge to the people associated with Deusto Business Alumni.

The *BEE* is an organic project and, as such, it has been in a state of continuous development since its birth in 1942. During its most recent stage, this highly respected business management and economics publication has been excellently and passionately managed by Susana Rodríguez and Fernando Gómez-Bezares, who were co-editors until this issue. They have been a link in the long chain of dedicated people who have managed the Bulletin over the last decades. We would like to thank them for their hard work, tenacity, and heartfelt efforts that they have put into the task.

As they noted in their own foreword, while this new stage of the Bulletin will preserve its essential nature, that is, to be an academic journal that rigorously disseminates expert knowledge in business and economics to professionals in the field, it will also evolve to meet the new strategic challenges that both Deusto Business Alumni and Deusto Business School will be addressing in the future. The strong, centenary connection between the two institutions, as well as their commitment to

excellence in management, has given the *BEE* a very important place in the history and a focus on practice within the current scientific knowledge on management and economics.

Therefore, it can be said that the mission of the Bulletin is to build bridges that promote relations and dialogue between academia and practitioners through publications that focus on transferring academic expertise to the realm of management practice. An even greater emphasis will be placed on this objective in this new phase. In this way, the *BEE* will be strengthened as an academic forum for introducing, discussing, and disseminating original contributions with a content and style that are of interest to a wide professional audience in the field of economics and management. We believe that the *BEE* stands out from other academic journals due to its focus on the dissemination of expertise.

Given the wide network of contributors and members of the Editorial Board, the different areas of knowledge in the field of economics and business management are well-represented. This helps ensure the originality and academic rigour of the published contributions through a double-blind peer review process that each manuscript is submitted to. Contributors and editorial board members are academics who have embarked on this new adventure because they are convinced that the Bulletin of Economic Studies makes a difference in covering necessary and highly relevant ground. They all enable research results on frontier issues to be disseminated to dynamic, professionals who are eager for new knowledge that is applicable to their everyday work in different leadership and managerial roles.

In addition, the *BEE* continues to rely on the support of the institutions that make it possible. Deusto Business Alumni, a one hundred-year old association that promoted its first issue more than eight decades ago and has edited the publication ever since, and Deusto Business School and the University of Deusto itself. They are the *alma mater* of the Deusto Business Alumni members and have a profound humanist approach with which the Alumni Association is fully aligned.

In this new phase, the Bulletin will be published annually in both print and digital open access formats. It will be mainly organised around thematic issues. In line with this new impetus for the Bulletin, in mid-2021 the Association launched an online platform called Deusto Business OPEN Alumni (DBOA),¹ which collects testimonies and provi-

¹ <https://www.deustobusinessopenalumni.es/>

des forums for reflection and opinions about economic and management issues. This platform is a space for the digital dissemination and sharing of analyses and experiences complementary to the Bulletin of Economic Studies. In this way, the long history and depth of analysis of the academic journal is combined with a digital space for analysis and rapid dissemination in both written and audio-visual formats.

This new phase of the Bulletin of Economic Studies begins with a foreword to this monograph, introduced by its Guest Editors Jose Luis Retolaza and Miguel Alzola. This issue is entitled **‘Applying Social Value in Organisations’** and aims to expand the current understanding of how social value can be applied in different firms and organisations. In particular, this special issue addresses how to face current and future challenges in the practical application of social value strategies, providing methodologies, experiences, and lessons for developing social value strategies in organisations.

Let us return to the beginning. As the former editorial team pointed out, the 80-year history of the *BEE* is a treasure trove that we hope to nurture and develop further, so that it can continue to fulfil its mission and objectives. We approach this endeavour with enthusiasm and look forward to receiving your support as partners, professionals from the business world, important institutions in the economic and business field and, of course, as new young talent in the field of management.

We would like to conclude by recalling the words of Pedro Arrupe more than half a century ago: ‘I am not afraid of the new world that is emerging (...) what I am terrified of is that we may apply yesterday’s solutions to tomorrow’s problems. This reflection has resonated throughout the long history of the Bulletin of Economic Studies and will continue to resonate in the new phase that begins with this issue.’