EDITORIAL

This double issue (Nos. 29/30) of GESTIN – International Journal of Management, Law and Tourism, corresponding to the 2025 volume, marks another important step in the trajectory of scientific, academic and institucional affirmation of the journal. In this way, it seeks to bring together bring together contributions from different fields within the Social Sciences, guided by a commitment to disseminating knowledge that is rigorous, timely and relevant.

Although we live in an era characterised by rapid transformation and accelerating digitalisation—whose impact extends across scientific research as well as individual and collective ways of thinking—scholarly research continually strives to keep pace with these profound changes. In doing so, it seeks to address the challenges emerging from the various domains of knowledge and the multiple dimensions of contemporary society.

Within this context, GESTIN seeks to promote multidisciplinarity as a journal dedicated to Management, Law and Tourism, aiming to bring rigorous scientific knowledge to researchers researchers, academics, students, professionals and all readers interested in deepening their understanding of these fields.

The convergence of Management, Law and Tourism constitutes one of GESTIN's defining missions. These disciplines intersect in the analysis of contemporary challenges, encouraging multidisciplinary perspectives on issues such as sustainability, innovation, ethics, competitiveness, governance and institutional responsibility. By fostering this interdisciplinary dialogue, the journal strengthens its identity while contributing to a broader and more integrated understanding of today's complex realities.

As in previous editions, all manuscripts submitted to GESTIN undergo a double-blind peer-review process, ensuring a rigorous, impartial and academically robust evaluation. Through this commitment, the journal seeks to uphold the highest standards of scientific quality while recognising and valuing the work of its authors.

As the journal's Director, I am pleased to announce the publication of this double issue. Its has only been made possible through the dedication of our authors, editorial team, reviewers, Editorial Board, and all those whose continued support has contributed to the growth and consolidation of this project. Publishing a scientific journal involves persistence, a sense of mission, and institutional commitment. The journal will always remain receptive to national and international collaboration.

We invite our readers to explore the articles included in this issue and hope that they will find them both insightful and

rewarding. The main purpose of this journal is that the articles published here may eventually serve as a starting point for new lines of research or contribute to reflection on some of the themes presented in Administration, Law, Tourism, and the Social and Behavioral Sciences.We now present a brief overview of the articles featured in this issue:

- FIXED-TERM EMPLOYMENT CONTRACTS, by Margarida Ribeiro, examines the legal framework governing fixed-term employment contracts under Articles 139 to 149 of the Portuguese Labour Code, highlighting the central role that this contractual arrangement plays within contemporary labour law.

- DISCONNECTION FROM WORK: REFLECTIONS ON THE DUTY OF ABSENCE OS CONTACT, by Luísa Andias Gonçalves, is based on a paper presented at the Labour Law and Human Resources Management Conference – "The Challenges of the Digital Transition in the Workplace". The article analyses the duty to refrain from contacting employees, as established in Article 199-A of the Portuguese Labour Code, examining its scope of application, the applicable exceptions, the consequences of non-compliance, and the role of collective bargaining in safeguarding employees' right to rest, particularly in an era in which digital technologies increasingly blur the boundaries between professional and personal life.

- THE DISCIPLINARY RELEVANCE OF EXTRA-WORK CONDUCT ON SOCIAL MEDIA, by Rita Garcia Pereira, also originated from a presentation delivered at the same conference. The article examines the relationship between employees' contractual duties and their fundamental rights, analysing the circumstances under which conduct outside the workplace may constitute disciplinary misconduct or even justify dismissal, drawing upon both legal scholarship and case law.

- THE PROBATIONARY PERIOD, by Ana Sofia Carapito, analyses the legal framework governing probationary periods in Portugal, focusing on recent legislative amendments, the Portuguese Constitutional Court's position regarding their application, and the impact of successive reforms, culminating in a critical assessment of the current legal regime. DAVID, VE AQUI SE FAZ FAVOR QUE A ANA CARAPITO TINHA THE TRIAL PERIOD E OS REVISORES NÃO DISSERAM NADA… EU ACHO QUE ESTÁ MELHOR COMO ESTÁ

- THE REVENUE MANAGEMENT IN THE PORTUGUESE HOTEL SECTOR - EMPIRICAL STUDY RELATING INSTITUTIONAL FACTORS TO THE ADOPTION OF RM PRACTICES, by Ferreira *et al.*, explores the role of Revenue Management in the hotel sector by examining the factors

influencing its implementation and demonstrating its importance in revenue optimisation and enhancing the competitiveness of hotel establishments.

- OLD ANSWERS TO NEW PROBLEMS: A JOURNEY THROUGH THE THEORY OF INTERNATIONAL ORGANISATIONS (Fiz a tradução mas eles não a têm no ficheiro que me mandaste), by José de Campos Amorim and Fátima Pacheco, analyses the role of international organisations in preserving peace and stability amid growing international tensions. The article reflects on the limitations of the current international system while considering the European integration model as a potential source of inspiration for the future development of international law.

- EMPLOYMENT CONTRACT RESOLUTION PROCEDURE – WORKER INITIATIVE, by Pedro Ferreira, examines the legal framework governing the termination of employment contracts by employees on grounds of just cause, addressing the applicable legal requirements and procedural aspects, as well as its significance in protecting employees' rights and safeguarding their economic and professional stability.

- GENERATIVE ARTIFICIAL INTELLIGENCE IN INBOUND MARKETING: PERSONALISATION, AUTOMATION AND SALES FUNNEL OPTIMISATION, by Hélio Lameiras, explores the growing influence of generative artificial intelligence on digital marketing, analysing its impact on content personalisation, process automation and the effectiveness of commercial strategies, while also discussing the challenges and opportunities arising from its adoption.

Returning to the reflections set out at the beginning of this editorial, a transversal reading of the articles included in this issue reveals a clear common thread: a shared concern with analysing the challenges arising from a society undergoing profound and accelerated transformation. Digitalisation, increasingly volatile environments and the growing demand for adaptability are reshaping a wide range of fields of knowledge and call for thoughtful and well-founded reflection on the implications of these developments.

We trust that the studies published in this issue will make a meaningful contribution to scholarly reflection, stimulate academic debate, deepen existing knowledge, and inspire future lines of research.

Finally, I would like to renew my sincere appreciation to all the authors, reviewers and collaborators whose dedication has made this issue possible, and to wish our readers an engaging and rewarding reading experience.

Marta Falcão.
Chief Editor
Director of GESTIN – International Journal of
Management, Law and Tourism