

Editorial 2/2019

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Dear Readers,

The Journal *Administração: Ensino & Pesquisa - RAEP* has made efforts in the continuous improvement of the academic and scientific quality of the selected texts, seeking to expand even more the impact of the publications. In this sense, we are launching a new section called “Resources and Techniques of Teaching and Research”, which intends to present to teachers and researchers a material of applied character that can contribute, in a simple and direct way, in their teaching and research activities. We invite all those who have something relevant and applied to undergraduate and postgraduate courses in Administration to submit their texts in this new section of the RAEP.

We started this edition with the article written by José Francisco de Carvalho Rezende (IBMEC), Ana Cristina de Oliveira Lott (Centro Universitário Carioca) and Guilherme Quintanilha (UNIGRANRIO) entitled “Comparative Study on the Disclosure of Intangibles and Intellectual Capital in Institutions of Higher Education in Brazil and Austria” which is a comparative research on the process of evaluation of higher education institutions. The authors conclude that in Austria, human capital and relational capital are more valued, while in Brazil structural capital, infrastructure and management modes receive more attention from regulators.

The next text entitled “Contributions of Social Marketing in the Training of the Administrator” with the authorship of Stephanie Ingrid Souza Barboza and Wesley Ferreira da Silva of the UFPB presents us with a Marketing approach that goes beyond market relations, highlighting the society as one of the parties concerned. Thus, the students could perceive that Marketing has a broad spectrum of action and that there are different stakeholders in the context of the market.

Next, the authors, Ivor Prolo (UFMT), Rosilene Carla Vieira and Manolita Correia Lima (ESPM) and Fernanda Geremias Leal (UFSC) present the article “Internationalization of Brazilian Universities - Contributions of the Science without Borders Program” that focused the process of internationalization of the Higher Education Institutions from Brazil beyond this governmental program. In spite of the criticisms of Science without Borders, the authors realized that there was an advance of the environment for the internationalization of the Brazilian universities.

The fourth article “Defining Creative Education Spaces in Higher Education in Administration through Mechanisms of Value Creation” by Adriana Fumi Chim-Miki, Danieli Barbosa Campos and Lucia Silva Albuquerque de Melo of the UFCG argues that traditional classrooms should be rethought because they are not very stimulating and limit creativity and innovation, which leads to student avoidance. The main conclusion of the research is that the spaces of coworking and organizational structures of nontraditional companies constitute as ideal space of creative education.

The first Teaching Case of this edition is titled “Dieselgate: The corporation on the dock”, written by Cintia Rodrigues de Oliveira Medeiros of the UFU, deals with the dark side of the organizations when giving focus to what occurred in Volkswagen in which there was falsification of pollutant emission results in diesel engines. Undoubtedly, a thought-provoking and relevant case in the sense of offering a critical sense to corporate events.

The divergent political positioning in the last presidential elections among the members of a cafeteria in Rio de Janeiro formed the context for the second Teaching Case “Coffee in the Elections: Bitter and Sweet in the Strategic Management of a Cafeteria” which was written by Breno by Paula Andrade Cruz and Renato Augusto da Silva Monteiro of the UFRJ. In fact, a problem situation that, in general, requires caution, especially with the wide use of social networks, both by the company and by customers.

The third Teaching Case deals with models and business management from the Smile program. The authors, Rafael Guerreiro (UFU), Dimária Silva e Meirelles (UPM), Artur Machado Motta (FECAP e FGV-EA- ESP), Vérica Marconi Freitas de Paula (UFU) e Verônica Angélica Freitas de Paula (UFU), analyzed the evolution of the Smiles business model, since its inception, as a VARIG loyalty program until the as an independent public company and transformed into a coalition program.

In opening the section on Resources and Techniques of Teaching and Research we present the work of professors Diógenes de Souza Bido (Mackenzie) and Dirceu da Silva (UNICAMP) with the title “SmartPLS 3: specification, estimation, evaluation and reporting”. From seven examples, with rare clarity and didactic, including with the use of illustrative videos, the authors worked on the following topics: evaluation of the measurement model, evaluation of the structural model, multicollinearity, second order latent variable, mediation, moderation with numerical and categorical variables (MGA - multi-group analysis). It is a fundamental text for researchers using quantitative methods, particularly those that have made use of the modeling of structural equations with partial least squares estimation.

Finally, to close the second edition of 2019, we present two reviews, the first one being “Reflections on the influence of the postdoctoral on scientific production of the postgraduate” written by Marcello Vinicius Doria Calvosa of the UFRRJ dealing with of Castro’s book (2017) on the Influence of postdoctoral studies on postgraduate scientific production from the case of USP. And the second “Critical Review - Management: an innovative approach with practical challenges” was written by Maria Amelia Jundurian Corá (UFAL) and Jacques Demajorovic (FEI) in which a book was analyzed that sought to innovate, both in content as in teaching techniques, in a traditional area of undergraduate teaching on “Management Theories”.

Finally, I would like to highlight the number of submissions from the Special Issue: Achieving Sustainable Development that ended in March 2019. We received 52 papers, including articles and case studies, a significant volume of contributions. In September, in the third edition of 2019, we will publish the selected articles. I would like to express my gratitude to the guest editors Cristiane Benetti (ICN Business School, France), Janette Brunstein (Mackenzie, Brazil), Eric Talavera Campbell (Education Quality Accreditation Agency-Peru), Friedemann Schulze-Fielitz GN Americas, United States), and especially to Patricia Kanashiro (Loyola University Maryland, United States) who has coordinated this team of editors.

We wish everyone an excellent reading!

Edson Sadao Iizuka

Scientific Editor