# Editorial – RAEP 1ª edição 2024

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As mentioned by Professor Edson Sadao Iizuka in the previous editorial (v. 24, n. 3, 2023) I have been following and contributing to RAEP for a few years and it is with great satisfaction that I assumed the role of Scientific Editor at the beginning of this year.

On the one hand, it is a challenge to continue improving a journal that has been increasingly recognized by academia for its quality and relevance, but on the other hand, it is not a great challenge when you have an adequate structure, a committed editorial team and the support of ANGRAD for the implementation of actions to improve and modernize processes and the journal itself.

In the next editorials, we will disclose the advances in these improvement and modernization plans, but in the short term, we are moving forward with actions such as (i) adjustments to the processes (and invitation for authors and researchers to act as reviewers) to reduce the evaluation time, (ii) become members of COPE (Committee on Publication Ethics), and (iii) establish actions towards open science, aiming that RAEP can be indexed in Scielo and Scopus.

The 1st edition of 2024 consists of five scientific articles and three cases for teaching. The first article entitled "*Doctoral Training in Administration in Brazil*" written by Francisco José da Costa and Samir Adamoglu de Oliveira, the article discusses the process of doctoral training in Administration in Brazil and the challenges identified in this scenario from mid-2010 onwards. The authors propose a model structured in six competencies, intertwined in their nature: (i) theoretical knowledge; (ii) methodological knowledge; (iii) teaching practice; (iv) research practice; (v) written production; and, (vi) technical and professional competence. We contribute by reflecting on the quality of doctoral training in Administration, both professional and academic, in Brazil.

Next, we present the article entitled *"Educational Data Mining for Dropout Prediction"* which was a work developed by Piero Salaberri, Sandra Piovesan, and Valesca Irala, and aimed to identify good practices for the use of data mining for educational information. The study has practical tests with the Decision Tree C4.5,

*Random Forest*, and Neural Networks algorithms in different datasets. The work demonstrates that the *Random Forest* algorithm was able to be more accurate in identifying students at risk of dropping out. From this experience, other institutions will be able to base themselves to define their best practices.

The third article *"The Generation of Value in Higher Education: A Quantitative Analysis in a Public Institution"* prepared by Leander Luiz Klein, Gabriela dos Santos Malaquias, and Vanessa Giacomelli Bressan, sought to explore the generation of value perceived in higher education. The theoretical design of this work was essentially guided by the definitions of value generation, academic activities, and organizational support in higher education, as well as outputs of acquired knowledge and skills. Among the main results of this research, it can be highlighted that the formation of six factors of analysis of academic activities and organizational support and four factors that address outputs of knowledge and acquired skills.

The fourth article *"Evolution of the Business Model: The Case of a Higher Education Institution"* written by Dimária Silva e Meirelles and Mariana Bonome de Souza Marques, contributes to the state-of-the-art with the evolutionary process of the business model of a private higher education institution, located in the state of São Paulo. The various phases of the institution's business model are analyzed, from incorporation to closure, according to critical incidents and how they acted in the components of the business model. It was found that the evolution of this business model followed a teleological cycle: from the dissatisfaction with the current situation, solutions were sought, and objectives were visualized and implemented to evolve the business model.

Finally, the last article "*Effects of Personal Social Capital on the Isomorphism of Stricto Sensu Graduate Courses"* written by Leandro Meier de Carvalho Albano and Silvio Popadiuk, aims to investigate whether personal social capital produced an effect on institutional isomorphism. The study was developed in two strands — one theoretical and the other empirical — which allowed to corroborate the proposed hypothesis. It was confirmed that personal social capital has a positive effect on institutional isomorphism through the internal relations of the coordinators. Manifestations of coercive, normative, and mimetic isomorphisms were also identified in HEIs.

Continuing, we have the first case for teaching *"Cultural Entrepreneurship Networks: Innovating at the São Joaquim Fair"* by the authors Xênia L'amour Cam-

pos Oliveira, Eduardo Paes Barreto Davel, the case portrays the registration process of the São Joaquim Fair in an international award for innovative markets and tells the story of an entrepreneur, highlighting the innovation process and the role of the network for his business. During the production of the innovation presentation video that will serve to represent the fair in the competition, it is possible to perceive characteristics and singularities of innovation and popular markets, the relevance of networks, and relational capital for the enterprise.

The second case for teaching "*Virtual Stores: Innovation, Technology and Human Warmth*" was written by Luís Matos and Lucas Sciencia do Prado, and portrays the difficulties encountered and strategies adopted by the company Magazine Luiza to develop in the market with the implementation of virtual stores, meeting its objectives and the needs of its customers. From the point of view of Virtual Store or stores without products, other opportunities have emerged for the company, demonstrating the importance of e-commerce for retail.

Finally, the last case, entitled "*More than Friends, Chingus* 친구*: Different Experiences of Professional Mobility Abroad*", developed by Beatriz Vitória Ferreira Vieira, Giovana Bueno, Janaína Maria Bueno, Carlos Roberto Domingues, presents the story of Olivia, a young Brazilian professional who was invited by the company where she works to assume the main function in the new unit to be created in South Korea. The objective is to provide students with contact with the reality of those who face the challenge of moving to another country for professional reasons and, in view of this, need to be able to analyze the challenges inherent to the process, ways of preparing for this experience, the process of intercultural adaptation, as well as what is the role of the People Management area in the different modalities of international mobility.

Finally, the quality and relevance of a journal are the result of the work of many people, and at this point, we would like to highlight and thank the **authors** for considering RAEP as the right place to disseminate their work. We hope that **readers** will continue to realize that the articles we publish here are useful for their research or teaching activities.