

Editorial – RAEP 2nd Edition 2025

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Dear readers,

The 2nd edition of 2025 reaffirms RAEP's commitment to articulating teaching, research and professional practice in Administration by bringing together four works that directly address contemporary challenges faced by higher education institutions, researchers and small business managers. This edition includes four scientific articles and one teaching case which, taken together, examine topics such as sustainable entrepreneurial universities, students' financial literacy, the epistemological fabric of thesis-by-articles formats and the development of managerial competencies in real market contexts.

The first article, "Sustainable Entrepreneurial University: foundational elements", by Ana Claudia Lara, Simone Sehnem, Dulcimar José Julkovski and Luana Lara Prado, proposes a framework of elements that underpin the construction of a sustainable entrepreneurial university, based on case studies of two important Brazilian institutions, the University of São Paulo (USP) and the State University of Campinas (Unicamp). Drawing on a qualitative approach and an integrated case study that involved interviews with managers, document analysis and the use of Atlas.ti software, the study identifies components such as an entrepreneurial culture, committed leadership, support infrastructure, incentives for research and sustainable innovation, strategic partnerships and engagement with the Sustainable Development Goals (SDGs) as central pillars of this process. By systematizing these elements in a framework, the article offers practical guidelines for implementing institutional actions, showing that building a sustainable entrepreneurial university is a long-term endeavor that requires an integrated vision of innovation, sustainability and entrepreneurship.

The second article, "(Re)cognizing the role of financial literacy in the financial behavior of business undergraduates", by Carla Milena Gonçalves Fernandes, Juliane Borges Ramos and Alexandre Costa Quintana, investigates financial literacy

factors associated with the financial behavior of students at a public higher education institution. Based on a quantitative study using factor analysis with 117 respondents, the results highlight the importance of financial planning in relation to assets and liabilities, as well as the need for prior knowledge and, when possible, support from peers who are more familiar with the topic when making financial decisions. The article shows that simultaneous experience in academia and the labor market, in addition to progress along the academic trajectory, tends to enhance understanding and the ability to manage resources, reinforcing the role of financial education and monetary attitude as strategic dimensions in the training of future business professionals.

In the third article, “Challenges of the Scientific Jigsaw: thesis-by-articles in Administration”, Rafael Viegas, Fernando Abrucio, Marco Antonio Carvalho Teixeira and Silvia Avelina Arias Mongelos discuss epistemological, methodological and analytical challenges of the thesis-by-articles model in the field of Public Administration. The analysis of 139 Brazilian theses defended between 2014 and 2022, 17 of which were structured in this format, reveals difficulties in articulating theory and method, especially when qualitative and quantitative approaches are combined in the same project. The authors argue that the thesis-by-articles format demands specific competencies, rigorous planning and alignment between formative and productive objectives, suggesting that its adoption should be cautious, taking into account both the doctoral student’s development and the coherence of the research trajectory.

The last article in this edition, “Theatrical Improvisation to Boost the Teaching of Organizational Creativity”, by Pérola Cavalcante Dourado and Eduardo Paes Barreto Davel, presents theatrical improvisation as a pedagogical resource for developing organizational creativity in Administration courses. Based on qualitative research conducted in classroom applications over approximately two years, the authors systematize eight theatrical improvisation games aimed at teaching creativity as practice, offering a concrete didactic repertoire for educators. The study contributes to the field of teaching in Administration by showing how bodily, playful and collaborative experiences can foster the learning of creative competencies in educational settings, bringing theory and practice closer together in the daily life of courses.

Presenting the teaching case, this edition features “Bull Terrier, Pitbull, Rottweiler and much more!”, by Wandick Leão Féres, which explores the challenges

of starting and managing operations in small businesses through the trajectory of Marconi Oliveira, owner of a hot-dog fast-food outlet. The narrative shows how intuitive decisions can drive the success of a small company, while at the same time highlighting the importance of technical management knowledge for implementing sustainable strategic changes. Recommended for undergraduate and graduate courses in Administration, especially in operations management and marketing disciplines, the case stands as a relevant pedagogical tool to discuss decision-making, process structuring and the professionalization of management in micro and small enterprises.

The quality and relevance of a journal are the result of the joint efforts of authors, reviewers, editors and the technical team, and this 2nd edition of 2025 is yet another example of this collective endeavor. The editors thank the authors for choosing RAEP as a venue to disseminate their research and teaching cases, and it is hoped that readers will find in these texts valuable support for their academic activities and teaching practices, thereby strengthening the field of Administration, particularly with regard to education, research and management in challenging contemporary contexts.