

Editorial

In this issue, we present articles covering the different levels in which the reflection and practice in Management take place. The contributions range from the analysis of the Institutional and Economic Environment, the developments in the Market and in Technology, to the strategic actions of Entrepreneurship, Business Strategy and Governance. In addition, other studies on the no less important Management activities, represented by articles on Marketing, Human Resources, Organizational Behavior and Decision Making, also make up this issue.

I have the two following requests.

1. PROMOTION

The presence of **Revista de Administração** in an increasing number of indexers and international repositories increases the visibility of your content, which should contribute to its professional use and its citation by other researchers.

I request that our authors and readers use their networks to actively promote the contents of the journal, whether your own articles or others to which you wish to draw attention. With this, you will be helping to expand the global share of the community of research in Administration and Accounting that see the **Revista de Administração** as a major vehicle for dissemination of knowledge of the area. The metrics of impact of the journal, as well of the authors, will reflect the success of these beneficial initiatives.

2. CITATION

Our **Revista da Administração** is known in the community for a number of variants of names and acronyms. Some of them are quite popular, such as the acronym RAUSP. These diverse forms of citation, although familiar to us, makes it difficult to obtain a correct automatic measure, taken by indexers, of the amount of citations, one of the most used metrics of impact of scientific journals in academic review.

I therefore request on behalf of our journal and its authors, that the official name always be used as recorded in the ISSN of IBICT, which is “**Revista de Administração**”. Thus, you are contributing to the correct measure of impact of the journal and of its authors’ contributions.

Finally, I hope that all our readers will find the information in this edition to be relevant to their activity and a stimulus for future research.

Prof. Nicolau Reinhard, Ph.D
Editor of **Revista de Administração**



CRENCIAMENTO E APOIO FINANCEIRO DO
PROGRAMA DE APOIO ÀS PUBLICAÇÕES CIENTÍFICAS PERIÓDICAS DA USP
COMISSÃO DE CRENCIAMENTO

Este número contou com o apoio financeiro da Fundação Instituto de Administração.