

EDITORIAL

High-impact scientific, technological and managerial developments usually take place in occasional periods and situations. Management innovations, notably in public management, have been even more scarce, especially in the context of contemporary Brazil. In our perspective, this country urgently needs integral and integrated planning, as well as effective and urgent actions, in the logic of what has already been called a "management shock", since development and effectiveness are prioritized in relation to purely political and sectarian interests.

In the field of education, managerial evolution has been characterized as scarce, in terms of creating new perspectives and effective actions. Traditions and accommodations in comfort zones often prevents the developments that the country needs. This is a complex subject, which requires reflections based on consistent foundations, as has already been approached intensely by experts of notorious suitability.

The Ministry of Education recently instituted, within the scope of the stricto sensu postgraduate course, the modality of professional doctorate, characterizing an evolution, although gradual, in the national system of higher education, as already undertaken in several countries. The purpose is to empower individuals in the human and professional dimensions, improving qualified skills for the full exercise of effectively transforming activities in the context of Brazilian society. Significant part of the academic world already demanded this modality of qualification, due to the need to intensify relations, with production and diffusion of knowledge, between educational institutions and the productive sector.

In the context of the society and of the economy of knowledge, the academic and professional doctorates are similar, however they are not equal in the purpose of the formation, according to the literature that already forms in this subject. The premise is that the intellectual standard and scientific rigor are the pillars of the two modes of academic formation.

In the context of a prognosis of its many benefits, this new modality of academic formation presents the potential to effect some evolutions in the production, and consequently in the diffusion of new knowledge to be submitted to periodicals, such as *Revista Gestão & Tecnologia*. In this sense, it is expected that, in the medium term, publications will be applied, scientific productions more intensely deepened in solid, robust and innovative foundations, in order to describe and present knowledge that result in effective and transforming actions in the knowledge society. Epistemological, morphological, theoretical and technological fundamentals are need to be deepened with consistency, providing the articles with the necessary quality to influence the actions effectively able to contribute to the advancement of contents in the literature and in the actions themselves and necessary to the knowledge society. Scientific and technological journals await significant improvements in the quality of submitted articles!

The *Revista Gestão & Tecnologia*, in its eclectic purpose of publications that integrate its terms "management" and "technology", in this issue contemplates the following sub-thematic groups, with the pertinent articles:

The first group consists of two articles, addressing issues related to social marketing, and the personal and corporate relationship of clients, the first being, "Donate to save: an analysis of the intention to donate organs under the perspective of social marketing", and it was possible to identify that gender and attitude were the most

important variables for the intention to donate organs. The second article entitled "Understanding the learning results from international volunteer placements" concludes that international volunteer work can be a rich learning environment as well as identifying key learning areas.

The second group of contributions deals with elements related to innovation, connectivity and information technology. It consists of the following works: "Determinants factors of participation in crowdsourcing initiatives", where it was evidenced that pleasure, reward, self-development, reputation and career, social, altruism, simplicity, task significance, autonomy, ability, reliability, feedback, interest, reward, pleasure, self-development and career reputation were important in crowdsourcing ventures. The second article entitled "Best practices of COBIT, ITLL and ISO / IEC 27002 for the implementation of information security policy in federal institutions of higher education" consisted in defining the best practices in information security management for the implementation and revision of PoSIC, concluding that the document generated can be used in educational institutions as a way of adding value in the process of implementing information security policy. The third contribution refers to the "Selection of projects portfolio in the area of information technology", allowing to verify that the process of selection of projects in the unit researched is done in at least two stages, using the funnel model. An important aspect verified in the research that was not verified in the theoretical models is the need to approach projects that meet the legal requirements common to IT.

The third group presents the sub-theme of public sector management related to the private sector, composed of three contributions: "The tributary risk associated with public-private partnerships: PPP Rodovia MG-050: a case study", allowing to conclude that the projection of the volume of road traffic to PPP Rodovia MG-050 seems to be adequate, mitigating possible tributary risks associated with the concession contract. The second is called "Business environment, strategic positioning and Delta Model: a case study in the segment of electric power transmission", allowing to conclude that the strategies adopted by the company after the changes in the environment can be explained in light of the Delta Model, and that the strategies adopted by the company studied were efficient to keep it in the market leadership; The Delta Model was an important method for the analysis of strategic positioning. The third article, titled "Project management: contributions for IT governance in Brazilian public sector adds to the sub-theme information technology governance. Its conclusion allowed to demonstrate that the issues related to the practices and the management of projects adopted by the studied institutions contribute to the improvement of IT governance, and portfolio management is one of the most influential practices. Other articles are related to "World Cup 2014: analysis of the impact of revenue and sales volume of commerce, services and industrial production in the brazilian states" and "Divisionalisation and accounting for responsibility: case study in business operations and services".

The contributions of Revista Gestão & Tecnologia extend to two technical reports. The first is entitled "Analysis of the mobile payment system implemented in public transport in São Paulo City" and, as a result, maintains that the mobile payment system implemented is a novelty for users and that facilitates their daily usability, however, there are shortcomings to be addressed so that it becomes an attractive service and encourages them to adopt technology. The other technical report refers to "Technological innovation in logistics services: analysis in a maritime storage terminal", and analyzes how the generation of innovation in a logistics company, for

the storage of liquid bulk is processed. The study shows that technological innovations are obtained with relevant interaction between clients and other actors.

With these contents, diversified in conceptual, taxonomic, theoretical and methodological foundations, we believe we offer the reader with contributions that allow progress, even if gradual, in the various fields of corporate reference knowledge that we propose through this journal.

Hoping that these contributions of the Revista Gestão & Tecnologia will be analyzed, discussed and extended, I am available for the reception of critical contributions and clarifications, perhaps necessary. Additionally, I invite you to submit your scientific articles, technical reports or pensatas on the platform of this journal.

Good reading,

José Edson Lara, PhD

Chief Editor