

Editorial

Dear Reader,

The offer of a new scientific or technological publication to the reader, especially one with an academic view, is endowed with the duality of sensations: enthusiasm and challenge.

The enthusiasm is justified by the opportunity of projecting the journal in the context of the scientific community, in the expectation of being in the *raison d'être* of the existence of readers, authors and the editorial team itself. The challenge is consistent in the audacity and predisposition to manifest to an audience that, although practically invisible, is substantively and objectively critical.

The boundaries of the published contents, in the epistemic, theoretical, methodological, morphological, technological and metrical dimensions, related to subjects and objects of research, are fertile spaces of explorations and critical springs. This provides robust and timely contexts for the exercise of academic criticism. However, they offer the substantive conditions for the advancement of knowledge, especially in emerging themes or with academic production in turbulence.

It is in this circumstantial spectrum that we offer you the N^o 1, Volume 19, of Journal of Management & Technology. We hope that their texts will honor the academic environment by the quality and thematic relevance of the productions, as well as contribute objectively to the development of the organizations in the context of the management.

In this issue, as editorial policy, we offer you ten articles, two academic essays. Of the ten articles, three can be characterized as components of the theme of Organizations and Economy, three in Marketing, two in Strategy and two in People Management. The essays explore themes in Organizations and Economy and Market. The issues addressed in this volume of the Journal of Management & Technology aim to inspire researchers, especially younger ones, as well as provoke academic reactions, conditions consensually necessary to the advancement of scientific knowledge.

Thus, with these contributions to the literature, we express our gratitude to all authors, evaluators, collaborators, readers and, especially, the Pedro Leopoldo Foundation, which maintains this journal. Awaiting contributions in the form of submissions of articles, serious evaluations and consistent with the purposes of this periodical, its indications to its students and friends, as well as contributory criticisms, I renew the votes of good reading and of excellent reflections.

José Edson Lara, PhD
Editor-in-Chief