

EDITORIAL

Regarding the rigors and integrity of scientific research and publication, many manifestations of an academic nature, mainly, and even of Politics and Journalism, have been addressed for a long time. Notably in these critical times in the context of the Covid-19 Pandemy, many conjectures, well-founded or not, abound within the scope of the most diverse media.

In the academic media, however, facts and opinions abound on this dense topic, which is applied to the most diverse areas of knowledge. Thus, on research and publications, fundamentals related to its values, ethics, principles, guidelines, practices and communications, more and more critical analyzes, alerts and guidelines are emerging. They have been provided by regulators and developers, as well as by periodicals, notably those that are characterized by the seriousness of the publications.

The purposes have been clear: to force researchers and authors to become aware and adopt consistent practices, as a way to contribute to the development of science, in its most diverse nuances. It is with this idealism that the understanding of the natural, physical, social worlds, as well as the universe of human minds is ceaselessly sought.

The Journal of Management & Technology is located in the same environment and with the same purpose, since its genesis. Depending on its ideals, this vehicle always seeks, in its editorial choices, the most intense efforts in obtaining literary contributions that stand out for originality, creativity, quality and ethics, in accordance with the fundamentals required by CAPES and other promoting and regulatory entities. Thus, in their editorial policies, publications concerning applied research, whether descriptive, experimental or quasi-experimental, are prioritized in relation to other methodological formats.

In this Volume 21, No. 01, 2021, we are publishing 12 articles and a free pensata. As a whole, it brings together works categorized in the following areas: Studies in Technology and Entrepreneurship, presenting seven contributions, followed by Marketing and Social Marketing, concerning five, General Administration and Organizations, two and Human Resources and Finance presents one publication.

Reaffirming its purposes, Journal of Management & Technology, in its Editorial, expresses the satisfaction and honor in presenting its contributions to the scientific communities of the most diverse parts of the world. It offers substantial, robust, consistent, important and timely content, provided by researchers, aiming to contribute to the evolution of knowledge in critical foundations of management science. These are articles that effectively challenge the status quo of each frontier addressed, in the dimensions of theories and methodologies. In this sense, we would like to thank the authors who believed in the purposes of this journal, submitting their articles in accordance with the criteria and publication processes. Awaiting contributions in the form of article submissions, serious evaluations and consistent with the purposes of this journal, referrals to her students and friends, as well as contributory criticism, I renew my wishes for good reading and great reflections.

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