

## EDITORIAL

Dear Reader,

On utilitarianism and hedonism, the literature has been prodigal in multidisciplinary approaches, regarding the behavior of clients and consumers. But what about scientific and technological production? How would it be possible to discriminate and/or converge the efforts of thinkers and producers of knowledge? Utilitarianism, in the logic positivism, advocates efforts and studies aimed at identifying and proposing solutions to phenomena and problems that trouble societies. Hedonism, from another perspective, would prescribe the condition and logic of free reflection and actions on conjectures possibly impacting social contexts. Therefore, it is more properly located in the spaces of universities and scientific research centers, where the will, satisfaction and pleasure in venturing to new frontiers, freely, is more common.

The utilitarian logic, prevalent in organizations that develop marketable products and services, converges more properly with technology than with science, or basic science. It is aimed more at the applicability of knowledge to market opportunities and problem solving. On the other hand, hedonism, by allowing thinkers and researchers the freedom to "free think is just to think" (Millor Fernandes) and "free to do is just to do", would have its locus of action more properly in the execution space in the spectrum of basic science and , therefore, more pure. Therefore, it is more properly located in the spaces of universities and scientific research centers, with the freest choices of themes under analysis.

It is in this context that I allow myself to "free thinking is just thinking", (although I recognize the existence of "free thinking is just doing" and "free doing is just thinking"), in a theme that I imagine to be impactful, important, opportune, dense, pertinent and, above all, courageous in putting itself in relief: the constitution and management of large public organizations and their relations with Brazilian governments and private companies, notably in recent years.

I assume the freedom to indicate, for example, some organizations and their respective importance, potential and problems, so intensely addressed in classical and contemporary media. This is how I highlight the largest company in the petrobusiness complex in Brazil, a multinational macro-organization, so valuable to the Brazilian nation. In the same sense, and with similar importance to society, I point out others, such as development banks, the largest cash and letter transport company in the country, mining companies, animal protein producers, huge contractors, the banking oligopoly, pension funds, football clubs, ports, energy companies, large suppliers from the most diverse levels of government, communication, consulting and advertising companies, among many others. I consider these and other organizations to be substantively important as subjects and objects of critical and propositional scientific investigations, which go beyond intense journalistic and judicial approaches, especially on controversial conduct that is not accepted in society. Its management models, formal and informal, consisting of organic composition, systems, strategies, structures, tasks, styles, shared values and results would have to be exposed to the most diverse critical analyzes carried out by reputable academic analysts. These organizations have been notorious for generating content that reveal serious administrative and ethical problems, which deserve to be consistently exposed in academic investigations.

Certainly society reveals itself calling for more transparency and intelligent, austere, competent and sober use of the voluminous critical resources employed in the legislative and judiciary powers. In a poor country with multiple forms of needs, such as Brazil, the allocation and management of resources destined for these entities becomes a factor of evident dissatisfaction in our social circles.

It is in this sense that I assume the audacity to ask: why academic studies, in this sense, have been so scarce? Are the limitations in understanding concepts and models about the sophisticated, intelligent and dense systems, purposes and processes applied by these organizations? Is it the researchers' unwillingness to face very burning issues and activities? Are the difficulties to be found in empirical research? Are the researchers evaluating possible risks, in acting in dangerous fields? Could it be the economic impossibilities of conducting the surveys? Are the daily commitments to the intense bureaucratic demands considered "very important", charged to research groups and researchers with a high capacity for deep and promising investigations? Would it be the lack of interest in daring to investigate broad-spectrum issues, when research and publications without major adventures in thematic, theoretical and methodological frontiers already satisfy the "necessary productivism" demanded of researchers with research potential that are really important to Brazilian society? Are the "strategies" for allocating limited resources, which only allow the exploration and description of specific or fractal aspects of organizations? Is it just a comfortable search for the classic replication of validations of models already exposed in literature, even if emerging? Are all these contingencies joint? Are there other interests? Or would the causes be different? I am convinced that the low attribution of importance to in-depth and consistent research, provided by evaluation entities, as demanded by CAPES/Sucupira, would not be the case.

What seems clear to me is that the academy could not, and should not, be silent on comprehensive investigations into the environments, contexts, purposes, processes and results in the systemic management of these large national organizations, notably in their actions that are more evident as potentially controversial. Possibly the domains of Complexity and Chaos Theory would contribute to investigations and explanations of these important national issues. It seems to me equally clear that the contribution of the academy, with a lucid, competent, rigorous and impartial performance will substantively contribute, not only to the elucidation of intriguing phenomena and enigmas, but also to the consolidation of its consistent and independent positioning as the living force of Brazilian nation.

What can be seen, on the other hand, is the profusion of superficial studies on nuances of managerial processes, almost always generous and complacent, in relation to these large organizations, notably public ones. Elements such as studies on institutional settings and organizations, the entry and effective and efficient application of critical resources for the provision of services, the insertion of people (notably in positions called "strategic"), the effective cost/benefit ratio for society Brazilian government, financial investments and their accountability reports, clarification of the direction of administrative actions effectively to society, as well as those aimed exclusively at corporate, political/partisan and personal interests, often hidden, should be investigated by academia, meeting the scientific precepts of the search for the truth, in a reputable, impartial, autonomous, competent and aware of the public responsibility of academic professionals.

I understand that it is up to the academy, in the area of management, the commitment and predetermination to understand and expose intelligent and possibly chaotic contexts, courageously assuming, in the same sense, the commitment to the needs to effectively provide substantive, robust and important contributions to nation, through its academic research on the organizations that provide their services to us, or provide us with products. Accordingly, the academic predisposition would be intensely directed towards the utilitarian orientation of investigations and publications, aiming at positive contributions to the Brazilian nation.

With approaches in this sense, this academy will certainly have to raise the level of the state of the arts in the complex of analytical and critical contents of this theme, marking a

significant evolution in this vast field of knowledge. Accordingly, the academic predisposition would be intensely directed towards the utilitarian orientation of investigations and publications, aiming at positive contributions to the Brazilian nation.

In the current sense of academic publication, therefore, without taking into account the free thinking of this editor, we present in this edition, the works that meet the editorial standards for submission, in line with the respective pertinent evaluations.

In this edition, we are publishing 11 scientific papers that are consistent and coherent with the current literature, therefore disregarding what is suggested above, with its potentials, virtues and limitations, characteristic of the production and dissemination of knowledge. There are eight works of national origin and three international ones, nine articles, a technological report and a teaching case. All of them present the purposes and processes typical of this context, notably that of contributing to the advancement of scientific and technical knowledge in their respective themes.

Reaffirming its purposes, the Revista Gestão & Tecnologia, through this Editorial, expresses its satisfaction and honor in presenting these contributions to the scientific communities of the most diverse parts of the world. It offers, in line with the current state of the arts, 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 border addressed, in the dimensions of theories and methodologies. In this sense, we thank the authors who believed in the purposes of this journal, submitting their articles in accordance with the publication criteria and processes. Awaiting contributions in the form of article submissions, serious reviews consistent with the purposes of this journal, indications from her to her students and friends, as well as contributory criticisms, I renew my wishes for a good reading and great reflections.

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