

## EDITORIAL

Dear reader,

It is with much pleasure that I present to you volume 15, n. 01 of the *Revista Gestão & Tecnologia* (Magazine of Management and Technology). As you may have seen from our site, we are constantly making changes, both to the structure of the site itself, and to the nature of the publications, with the introduction of technical reports and of periodical thoughts for reflection on important themes. In addition, we are constantly increasing the number, and diversifying the origins of, our group of evaluators.

Our periodical represents one of the significant efforts of the Pedro Leopoldo Foundation, intended to make a high level teaching contribution in the administration sciences field. In this number we contemplate various managerial themes as presented below.

The theme of Research, Development and Innovation Management bulks largest in this edition. The first article, entitled “Strategic Management of R&D+I in a Public Company in the Brazilian Electrical Sector”, has the object of showing the conditions and potential for improving the efficiency and effectiveness of the R&D programme regulated by ANEEL. The approach consists in structuring the processes and tools related to the management of R&D orientated towards innovation (R&D+I), aligned to the business strategy. The authors conclude that these processes comprise the adoption of structured and integrated procedures and tools to manage the decision-making flows involved in the innovation process. The second article is entitled “The Setting up of Technological Parks as Public Policy: a Systematic Review of its Limits and Potential”, with the authors constructing three explanatory categories for “the technological park as public policy” phenomenon. It was also possible to demonstrate that, although studies on technological parks have been amply publicized in the literature, technological parks as an institutionalized policy of local development is still a theme that needs to be better investigated. The third article is denominated “Structural Factors and Recursive Aspects in the Development of Small, Technologically-Based Companies, in São Carlos, SP: a study from the perspective of Giddens’ Theory of Structuration. In it the authors observe the effective presence of the elements of theory in the context of small technologically-based companies, which allowed them to understand the environment in which they are inserted, through the identification of relationships, of the working dynamic and of the gaps that need to be filled to assist in development in São Carlos-SP. The fourth article receives the title “The Adoption of Virtual Social Networks: Mental Constructs Utilized by Experienced Users”, and the authors conclude that the cognition of the respondents has a degree of optimism, but low innovative character, highlighting the speed and dynamic nature of the communication with other people who they know personally. The fifth article deals with the “Characteristics of APS Systems: a case study in a large company from the heavy equipment industrial sector utilizing the SAP-APO System”, and the authors found that not only does the company utilize only some modules of the system, but that these are also underutilized. Even so, an improvement in the demand planning process was noted. The sixth article deals with “The context and enabling the construction of organizational knowledge: a case study on enabling trainers and conditions in DICON/UFSJ”. The results indicated the existence of four of the five Capacitating Conditions and three of the five Capacitators

researched. The theme of consumer studies participated with two contributions. The first refers to the “Motivators of Consumer Participation in the Development of Our Services and the Moderating Effect of Self-Efficacy”. The study evaluates the effect of self-efficacy as a moderator of client motivation, in relation to their participation in innovation activity. They concluded that the direct effect of motivations on the participation is significant, as well as on the direct effect of self-efficacy. The second work refers to “A study of the Determining Factors in E-consumer Decisions to buy on the Electronic Market”. Among the main results, the authors highlight the identification of four categories of determining factors that leads to the option for electronic trade: functional, hedonic, situational and reliability.

Considering the theme of the management of personnel in organizations, the reader is presented with two articles: in the first, entitled “The Non-permanence of Trainees in Companies: a study in Minas Gerais”, the authors analyse the motives for the non-permanence of trainees in companies, and conclude that the causes of non-permanence are both structural as well as symbolic and economic. In the second, called “The Study of the Symbolic Influence of the Leader on the Knowledge Management Process”, the authors deals with the role of the manager in the new organizational scenario, based on knowledge and innovation, and demonstrates that the content of the narratives brings into evidence the origin of differentiation in the possible activity of the leader on the subjective dimension of the management process, arising out of a perceptive and interpretative bias. The third, entitled “Analysis of Occupational Stress in Urban Bus Drivers in the City of Belo Horizonte”, the authors concluding that the causes of stress mentioned with greater frequency, in order of importance, were slow traffic, large number of vehicles circulating in the public thoroughfares, the short time available for the journeys, and finally a relationship of conflict with the passengers.

The theme of finances is contemplated with the study “Target Costing: Review of the Literature”, in which the authors, in a bibliometric study, conclude that there are companies that use TC with characteristics distinct from the theory consulted and recognize benefits not reported in the literature. Japan is the country that uses it to a greater degree, and Asia is the continent where the utilization of TC is more important; although it is already being used on a large scale in other regions, such as the USA and Europe.

I await your contributions in the form of the submission of articles, of serious evaluations consistent with the purposes of this periodical, also of your recommendation of the journal to your students and friends, and also any criticism you may have. In the meantime I wish you pleasant reading and excellent reflections.

José Edson Lara, PhD

Editor