

## **EDITORIAL**

The literature that explores the themes of management and technology has abundantly establish them as essential conditions for the development at all levels. Countries and companies that have achieved levels of excellence in these two parameters obtained has always been the highest development rates. So it is not without reason that organizations, as the World Economic Forum put them as key indicators of economic development and quality of life in nations.

Thus, the Journal of Management & Technology, by its editorial, believes that by offering this media to the publication of scientific papers, technical reports, essays and pensatas, is trying to add critical mass to the two issues, seeking their conceptual and taxonomic explorations, convergences, validations, and your consistent thoughts. Therefore, the journal positions itself as eclectic in the exploration of these two themes.

This vocation implies two realities. From one perspective deals with the wide range of knowledge generated by the two themes, as well as their similarities and differences, to stand in the comfort of readers, to act critically and managers, act critically and managerially. On the other hand, implies the perceptions and perspectives of candidates for submission of their contributions to the immanent possibility of accepting their varied academic productions. The two themes are inviting the conceptual, theoretical and methodological creativity, with significant breadth of approaches.

The eclectic journal vocation thus determines the possibilities and natural difficulties of evaluation and selection of papers to be published.

However, it is a sublime vocation, honorable, exciting, pleasurable, laborious and challenging. But it is the nature of the Journal of Management & Technology.

In this edition, volume 15, number 2, the publications were classified into five categories according readiness to skilled deadlines, the content adjustments, as recommended by the evaluators and format of the articles, the magazine for technical support.

At first, the items are identified as belonging to the areas of Strategy and Marketing. They are: "Perceived Quality and Satisfaction of Students of the Federal Network of Professional and Technological Education"; "Attributes and image of retail

clusters"; "Resistance to Consumption and Veganism: A Study about Motivations, Values, and Feelings"; "Customer Satisfaction with the Nursing Service and its Relationship with the Hospital Service Evaluation" and "The effects of Communication in Social Media Consumer: a replication study of Schivinski and Dabrowski".

In the second category items are displayed: "Science Parks as Public Policies: a systematic review about limits and possibilities"; "Innovations induction Services: Government Procurement for innovation or innovations of Shopping?" and "Effects of Mobile Technology on Quality of Life at Work".

The third versa approach on the subject of business internationalization, with the article "Business opportunities abroad: A study on the internationalization process of SME fruits producers".

The fourth includes the study in the area of Organizations and Management, the publication "The impacts of corporate governance in a credit union."

The purpose of encouraging technical publications reports, this edition presents what entitles "Relationship causal outdated indirect costs: a case study in a food industry".

Waiting for your contributions in the form of submissions of articles, serious and consistent consideration to the purposes of this journal, indications of it to the students and friends, as well as contributory criticism, renew the vows of good reading and great reflections.

José Edson Lara, PhD

Editor