



## Editorial

REBRAE is a four-monthly publication of the Business School Management Graduate Studies Program of the Pontifical Catholic University of Paraná (PPAD/PUCPR) - Curitiba, Paraná, Brazil. REBRAE initiated its activities in 2008 aiming to bring out theoretical and empirical papers and/or theoretical essays written through different methodological approaches. Aligned with international scientific information practices REBRAE only accepts articles written in English. In the last quarter of each year a thematic issue call papers is carried out. The thematic issues already scheduled are Innovation and Competitiveness for 2015 and Strategies in Cooperatives Organizations for 2016. In this issue we are pleased to present seven more articles dealing in some way with strategies in business.

The first article deals with sustainable competitive advantages. This study examines whether adherence to corporate sustainability practices - the company's presence in the Corporate Sustainability Index (CSI) - is itself a source of sustainable competitive advantage. The second article is a case study in a higher education private institution aiming to understand the experience of training strategy vis-a-vis knowledge management, learning and organizational change. More specifically, it seeks to detail the stages of development, analyzing the difficulties faced and provide indicators of change throughout the process. The third article is a practices strategies essay which aims to bring out some reflections on Collective Subject Discourse methodology in the studies of Strategy as Practice. It is considered the main challenges the methodological procedures of this field of study. The fourth article deals with portfolio selection and aims to verify, by using data from Brazil, Argentina, Chile and Mexico Exchange Stocks, if portfolios selected through their value drivers present the diversification benefits already reported in previous studies such as Markowitz model. The fifth article, by means of a case study at a Brazilian Electricity Distribution and considering channels, tools and practices, analyzes Knowledge Management influences in the process of strategy dissemination. The sixth article is an exploratory-descriptive study that uses Multiple Linear Regression to investigate the determinant factors of assigning Japanese expatriates to manage their subsidiaries in Brazil at the beginning of the 21st century. Factors as firm size, equity control, cumulative experience in Brazil and economy sector are considered in the analyses. The seventh and the last article presents a survey research with a structured questions to identify the attributes related to winery visit that enable consumers to create bonds strong enough to return to the original place, to indicate the winery to friends and also keeps buying from the winery. The Vale dos Vinhedos, in the city of Bento Gonçalves, RS - South of Brazil, was chosen to data collection.

---

With these articles we hope to contribute to dissemination of relevant studies in this area. We would like to thank the collaboration of the authors, the reviewers and the editorial support staff. Special thanks to Prof. Daniel Santos for his operational support and publishing work. For sure, without them, it would not be possible to carry out this task.

Prof. Dr. Alceu Souza  
Chief Editor