



Editorial

REBRAE is a quarterly publication of the Postgraduation Program in Administration of the Business School of the Pontifical Catholic University of Paraná (PPAD / PUCPR). It started in 2008 with the objective of disseminating theoretical and empirical work and / or theoretical essays on business strategies carried out under different methodological approaches. REBRAE only publishes articles in English after a peer review process. From this first issue of 2016 REBRAE has changed its group of editors.

I take over as Chief Editor in replacement of Prof. Alceu Souza and take the opportunity to commend the work of my predecessor. Prof. Alceu had the task of reviving a scientific journal with very limited resources. The resources are still limited, but the experience and dedication left by prof. Alceu leave us with no other choice but raise even more the status of REBRAE. In order to the so, we will have the support of prof. Claudimar Pereira da Veiga, our Scientific Editor, who will promote the increase in the number of international indexes for the magazine. We will work with engagement in the internationalization of our workforce and readers. That is, we will have in 2016 many actions and new features, which will make REBRAE even more attractive and dynamic and we need you, authors and readers. This first issue brings six articles. The first article deals with the critical success factors of information systems for project management support. The second article is about mergers and acquisitions with a focus on resources and organizational capabilities. The third study is deals with the advertising expenditures in Brazil and its connection with the international economy. The fourth article is about the pro-innovation restructuring strategy: case study of a multipurpose public organization in health. The fifth paper brings the business models adopted by intermediaries in the use of open government data. Last but not least the sixth article discusses strategies for family business professionalization in the gastronomic field. We hope these articles might contribute to the dissemination of relevant work in the field of strategy.

Good reading everyone!

Prof. Dr. Ubiratã Tortato
Chief Editor