



## Editorial

REBRAE is a quarterly publication of the Post Graduation Program in Business Administration-PPAD at the Business School - PUCPR. The magazine had its first publication in 2008 with the purpose of disseminating theoretical and empirical studies and / or theoretical essays on business strategies conducted under different methodological approaches. REBRAE publishes articles in English only after the peer review process. REBRAE continues on its firm commitment towards internationalization. In order to do so, we are in permanent contact with foreign authors and researchers. For the beginning of 2017 we will have new international collaborators. From this issue on, we will have a new Executive Editor, Prof. Alex Weymer from the PPGCOOP / PUCPR. Prof. Alex will be in charge of the dissemination and control of the submission process, and response to the authors of submitted papers. We intend, with this change, to accelerate work submission and reviewing processes. Currently, the time between submission and final answer takes less than 80 days. For the next issue we present seven articles. The first article presents the question: Does the adoption of sustainable practices legitimize an organization? The second article analyzes the Financial viability for milk production of Dutch and Jersey breeds: an analysis through Monte Carlo simulation and sensitivity analysis. The third article deals with the Best management practices used by companies in the Campos Gerais region, Paraná, Brazil. The fourth article shows the Relationship and performance: sociometric and Bibliometric study of the scientific production of the graduate program in accounting at Unisinos. The fifth paper leads us to Strategic organizational adaptation under multiple theoretical lenses: study of Weg between 1961-2013. The sixth article reveals the Strategic group and financial performance in the Brazilian construction sector: an empirical relationship. And last but not least the seventh article contributes to the Production strategies: the best practices of the electrical and electronics industry in Brazil. With these articles we hope to contribute to the dissemination of relevant research in the field of strategy. Good reading to everyone.

Prof. Dr. Ubiratã Tortato  
Chief Editor