



Editorial

REBRAE is a quarterly publication of the Graduate Program in Business Administration (PPAD) at PUCPR. The journal has been published since 2008. Its purpose is to diffuse theoretical and empirical studies and/or theoretical essays on business strategies using different methodological approaches. REBRAE continues to have a firm commitment to internationalization and quality of publications, adopting the best editorial practices of international periodicals, following recommendations/norms to ensure quality.

This Editorial introduces Volume 10, Number 2 of the REBRAE. This edition presents contributions to the field of strategy and regional development. With this purpose, the first article, by Alves, Colombo, Ferreira and Portela (2017), addresses “Environmental strategies for the mining sector: evidences from a Brazilian company”. After, Gomes, Ferreira, Rios and Vercigoulart (2017), in the paper “Analysis of budget changes in the municipality of Santana do Parnaíba in the exercises of 2013 and 2014” analyze changes in the public budgets of this region. Next up is an article by Costa, Andrade, Abrantes and Ferreira (2017), “The effects of tax policy and economic regulation on the companies of the electricity sector in Brazil”. This article analyze the effects of the electric sector’s regulatory regulations. The next article “Wage inequalities between men and women and a public policy analysis”, by Mattei and Bezerra (2017), “present the theories used to try to explain wage inequalities between men and women and will approach public policies”. In the sequence, Monte and Amarante (2017), in the article “Sustainable characteristics and port competitive reflections: a case study in the Ponta do Felix Port Terminal” study the sustainable actions in that context. Then, Alves, Figueira and Santos (2017), in the article “The sustainability of cooperative intelligence as an alternative to the small and medium-sizes cities, the disposal of municipal solid waste for power generation” present a methodology for the formation of municipalities public consortia. In the marketing theme, Vasconcellos and Gregolin (2017), in their paper “Integrating R&D and marketing for success in product innovation: an experience by a manufacturer of cosmetic raw materials”. The authors present the identification of the level of integration between the R&D and Marketing department in a Brazilian company. The next article, by Jeremias Junior (2017), is “The influence of sustainability beliefs in sustainable consumption behavior: a study with students from Brazil and Paraguay”. The author analyzes the influence of the sustainability beliefs in sustainable consumption behavior in the Brazil and Paraguay context. Finally, Pereira, Sousa, Belintani and Rezende (2017) present their article entitled “Social marketing: induction or volunteerism?” that “has been focused on finding whether social marketing is related to induction or volunteerism”. We would like to congratulate the authors and hope that readers enjoy the scientific content of this edition.

Happy reading!

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