



Editorial

REBRAE is a four-monthly publication of Graduate Studies Program in Administration of the Business School of Pontifícia Universidade Católica do Paraná (PPAD/PUCPR) which initiated in 2008 aiming to divulge theoretical and empirical papers and/or theoretical essays made through different methodological approaches. In 2014 REBRAE received 150 submissions and had 37 internal and external evaluators. Of all articles received, 30 were returned for not fitting the scope of the publication and 21 were accepted for publishing. REBRAE publishes only articles in English following a peer-evaluation process. From 2015 on, eight articles per issue will be selected instead of current seven.

Traditionally, the last issue of the year is dedicated to a specific topic related to Strategy. The subject of this one is Sustainability. More than 60 articles were received for evaluation. After a rigorous and exhaustive process, seven articles below were selected. It is worth noting that in 2015 the topic edition will be on Innovation and Competitiveness.

The first article is on evolution of research on Strategic sustainability in organizations. The country surveyed is Brazil. The second article addresses the question of workplace safety. It discusses topics such as diseases and accident risks based on a case study. The third article seeks to understand, within the context of an industry from petrochemical sector, the consequences of environmental responsibility actions. It also addresses the aspects of regional development. The fourth article is on Sustainability in environmental education. Various aspects of sustainability and unsustainability are addressed and discussed from the conceptual point of view. The fifth article deals with the results of implementation of an Environmental Management System based on ISO 14000. The sixth article approaches sustainability as a step to obtain competitive advantage. The study objective is leather manufacturing market. And finally the seventh and the last article presents implementation of a green factory by an important vehicle manufacturer. There is a particular reference to eliminating waste and efficient energy use. With these sustainability-oriented articles we hope to contribute to dissemination of relevant studies in this area. Enjoy your reading.

Prof. Dr. Ubiratã Tortato
Special Editor

Prof. Dr. Alceu Souza
Chief Editor