



Editorial

The REBRAE is a quarterly publication of the Post-Graduation Program in Business Administration (PPAD) at PUCPR. The journal was first published in 2008, its purpose being to diffuse theoretical and empirical studies and/or theoretical essays on business strategies using different methodological approaches. The 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. The REBRAE is currently classified in the B2 stratum in the Qualis/Capes Brasil system in the field of Public Administration and the Management of Businesses, Accounting and Tourism. This Editorial introduces Volume 10, Number 1 of the REBRAE. This edition makes meaningful contributions to the field of Strategy, as was the case in previous editions and the norm for the journal. The first article, by Santiago (2017), addresses “The role of Forest Stewardship Council certification to maintain sustainability: the case of precious woods amazon company”. This is followed by Yonemura and Costa (2017), who examine the theme of “Incentives and entrenchment in Brazilian agricultural cooperatives: evidence from cooperatives in the state of São Paulo”. Next up is an article by Machado, Henkels, Davfovo and Gonçalves (2017), presenting a view of “Co-op resources that lead to sustainable competitive advantage”. This article analyzes the organizational resources that help a cooperative to obtain a sustainable competitive advantage. This view of the theme is followed by Monteiro, Domingues and Bueno (2017), reflecting on “Professionalization and human resource management in cooperatives from Paraná, Brazil”. This article analyzes which Human Resource Management strategies are used in the professionalization process of farming cooperatives in Paraná State. In the energy sector, Santos, Catapan, Oliveira and Soares (2017) address the issue of “Sticky costs: an empirical study in Brazilian and the North American companies”. The next article is by Vieira, Araújo and Sampaio (2017), highlighting “The role of agility and institutional barriers in the relationship between learning orientation and performance. Next, Tavares and Lopes (2017) look into the theme of “Webjet’s competitive strategy from a game theory perspective”. Santos, Schutz, Sehnem and Casagrande (2017) present their article entitled “Family Succession: analysis of Brazilian writings from the period between 2004 and 2015”. The authors present the succession process as an important process in a family business, with the power to make a significant impact on all the individuals involved in the process. Finally, Andrade, Pinto, Almeida and Mesquita (2017) Present an article that aims to investigate how the practice of collaborative consumption, which privileges “use” to the detriment of “possessions” of goods, influences the construction, reconstruction and deconstruction of consumer identity. We would like to thank the entire REBRAE team, and especially Daniel Santos, for their tireless efforts in preparing each edition of the journal for publication.

We would like to congratulate the authors and hope that readers enjoy the scientific content of this edition.

Happy reading!

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