



## 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 3 of the REBRAE. This edition presents contributions to the field of strategy. With this purpose, the first article, by Lucion, Barboza, Bertolini and Johann (2017), addresses "Consumers disposition to pay: a projection of investments in automobile eco-services". After, the paper by Rozsa Neto and Lavarda (2017), "The language studies in strategy as practice and the middle manager roles: an essay" presents a bibliographic research. Next up is an article by Carneiro, Ramos, Carreiro and Brazil (2017), "Determinant factors leading to tobacco consumption: implications for social marketing". The aim of this study was to evaluate behavioral and social conditions that lead people to smoke. The next article "Competences for sustainability and its institutionalization level in a higher education institution", by Cappellari, Stefano, Kuhl and Lara (2017), aims to identify the competences for sustainability and its level of institutionalization from the perspective of the professors. In the sequence, Souza and Silveira-Martins (2017), the article "Weaving the gold thread: strategic resources in a fashion industry" aimed to identify the resources that can be considered strategic in an industry of artisan fashion and thus to generate competitive advantage in this sector. Then, Igrejas, Silva, Klotzle, Pinto and Silva (2017), in the article "Enterprise multiple and future returns of the Brazilian stock market" seek to identify the main variables that are suitable for explaining the returns in a particular context. Jiménez and Álvarez (2017) present the paper "Analysis of the internationalization strategies of Colombian banking services companies between 2000 and 2015". The authors analyze the internationalization strategies of Colombian banking services companies. The next article, by Koprina (2017), is "Testing ecocentric and anthropocentric attitudes toward the sustainable development (eaatsd) scale with bachelor students". Finally, Rocha, Steiner Neto, Cunha, Lara and Halick (2017) present their article entitled "Eco-innovation and organizational strategy: a bibliometric study in the last 15 years (2001-2015)" that aimed to analyze the characteristics of publications dealing with the Eco-innovation and Strategy issues in the databases Web of Science and Scopus in the period 2001-2015.

This is the last number of 2017 and we are very happy to inform our distinguished readers and collaborators that this is the last edition on the REOL platform. From the edition V11, n.1 on January forward we will be hosted by the OJS platform. This fact will permit us to reach much more readers and collaborators. We hope all of you stay together with us in this new challenge.

In this number, we want to thank our Scientific Editor, Prof. Claudimar Pereira da Veiga. This is his last work as Scientific Editor of REBRAE. He is now looking for new challenges at UFPR. Many thanks for your helpful contribution along the last two years.

On the other hand, we say welcome to Prof. Carlos Olavo Quandt, from PUCPR, as our new Scientific Editor. We hope you can have a prosperous and proficuous work together. Finally, we would like to congratulate the authors and hope that readers enjoy the scientific content of this edition.

Happy reading!

Claudimar Pereira da Veiga – Scientific Editor  
Alex Sandro Quadros Weymer – Executive Editor  
Ubiratã Tortato – Chief-Editor  
Ubiratã Tortato – Editor in Chief