



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 11, Number 2 of the REBRAE. This edition presents contributions to the field of strategy. With this purpose, the first article, by Friedrich, Sausen, Basso and Azevedo (2018), addresses “Adaptation and strategic change: the study of an organization from the agricultural sector”. This study describes and analyzes the process of adaptation and strategic change performed by a company in the agricultural sector of the Brazilian state of Rio Grande do Sul between 2005 and 2014. After, the paper by Rohenkohl and Penna (2018), “The relationship between organizational culture, organizational commitment and job satisfaction” presents a survey research with the objective of verifying relations between Organizational Culture, Organizational Commitment and Job Satisfaction since it is believed that committed and satisfied employees tend to perform better. Next up is an article by Silva, Moretto Neto and Pacheco (2018), “The participative management of actors: an analysis of decision-making through social management”. The aim of this study was to analyze the participation’s management of organization’s actors in the decision-making processes, using the social management lens. The next article “Discussions on internationalization in Brazilian scientific publications of administration: a bibliometric study”, by Zanoni, and Souza (2018), aims to draw the current reality of Brazilian scientific research on organization studies which discuss about internationalization. In the sequence, Caridá and Bonizio (2018), the article “Operating performance analysis of Gol and Ryanair Airlines” aimed to identify the main differences in the operating revenue and expense management of two airline companies. Then, Busarello, Watanabe and Nunes (2018), in the article “The contributions of social networks for the consolidation of social enterprises” seek to understand how social networks contribute to the consolidation of a social enterprise. Siqueira, Santos and Santos (2018) present the paper “Policy and practice of people management: perception of the employees”. The authors verify the employees’ perception regarding the policies and practices of People Management (PM) of a network of cosmetics in the region of south

of Rio Grande do Sul State. Finally, Vargas-Hernández, Casas-Cardenaz and Almanza-Jiménez (2018) present their article entitled “adaptation of the Canvas model as a competitive tool for the MSMES of Lázaro Cárdenas, Michoacán” that aimed to adapt the Canvas model as a business plan tool for Lázaro Cárdenas, Michoacán's MSMEs to enable them to develop their competitiveness.

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

Happy reading!

Prof. Dr. Ubiratã Tortato
Chief Editor