



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 12, Number 1 of the REBRAE. This edition presents contributions to the field of strategy in a general view. With this purpose, the first article, by Schäfer et al. (2018), "Covert tactics and open strategy in the perspective of strategy as practice: a theoretical essay" presents a theoretical essay that aims to understand how covert tactics interrelate with Open Strategy in the perspective of strategy as practice. Next up is an article by Vargas-Hernández and Garcia (2018), "The link between a firm's internal characteristics and performance: GPTW & VRIO dimension analysis". The article addresses the models of Dr. Jay Barney, author of the article "Firm Resources and Sustained Competitive Advantage" and Robert Levering, author of the book "A Great Place to Work", which deals with the internal characteristics of companies and how they impact on the performance of it. The next article "The organization environment influence from a resort on Paraíba state coast to satisfy the guest", by Souza and Lima (2018), aims to analyze the ability of the studied resort in satisfying the guest from the organizational environment. In the sequence, Xavier et al. (2018), the article "Is psychic distance still relevant for internationalization decisions?" aimed to identify the determinants of psychic distance and the strength of their influence in decision-making during the internationalization process of firms. Finally, Pastana et al. (2018) present their article entitled "Innovative strategies in the planning of sustainable urban mobility" that aims to identify in the scientific literature works related to innovative strategies in the planning of sustainable urban mobility. 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