



Editorial

REBRAE is a quarterly publication of the Graduate Program in Business Administration (PPAD) and Cooperative Management (PPGCOOP) 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 2 of the REBRAE. This edition presents contributions to the field of strategy in a general view. With this purpose, the first article, by Moser et al., “The contextual factors behind CEO duality: an empirical analysis of Brazil's case” presents an econometric analysis of the relation between the presence of CEO duality and a set of variables regarding firm characteristics, corporate governance and financial performance.

Next up is an article by Raasch, Silveira-Martins, and GOMES, “Environmental determinism and strategic choice in a small family business”. The article analyzes the strategic change and adaptation process of a small family business considering its trajectory and using the Hrebiniak and Joyce (1985) model to define each strategic period.

The next article “Factors that influence customer defection: Analysis of the banking sector”, by Oliveira and Mesquita, addresses the main elements driving bank clients’ dissatisfaction, and presents an evaluation of the influence of dissatisfaction on bank customers’ defection. The authors used a sample of 257 individuals who had some type of dissatisfaction with banking institutions.

In the sequence, Brito and Fazoli, with the article “Measuring value creation for stakeholders: a contribution from the empirical research” aimed to contribute with the growing discussions about value creation and stakeholder theory. The authors suggested a new approach to measure value creation based on a systematic review of literature on metrics and empirical quantitative methods.

The next article “Academic performance and investments in federal institutes of education in the Brazilian Northeast”, by Matsumoto et al., addresses performance of technological education institutions. The authors investigated the relationship between the Graduates Efficiency Rate and other established indicators, discussing whether the performance evaluation model reflects the complexity of these institutions and measures their performance as public policy.

Finally, Lomes and Azevedo present their article entitled “Corporate Social Responsibility: dissemination of Bahian companies in the global compact” that aims to verify how the Bahian companies are demonstrating Corporate Social Responsibility.

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

Happy reading!

Moreover, we are informing some changes in our editor team. Prof. Dr. Vilmar Rodrigues Moreira is beginning a term as chief editor along with Prof. Dr. Solange Barbosa as executive editor. We are grateful for the brilliant work of Prof. Dr. Ubiratã Tortato and prof. Alex Weymer in the last term as chief and executive editor, respectively. The success of a journal is mainly based on efforts and competency of its staff.

Prof. Dr. Vilmar Rodrigues Moreira
Chief Editor