

Editorial

In this third edition of RAUSP – Management Journal in 2016, we highlight the third guest article for the newly created section thinkBox “Why Entrepreneurs Need Firms, and the Theory of the Firm Needs Entrepreneurship Theory”, by Peter G. Klein, from Department of Entrepreneurship, Hankamer School of Business, Baylor University, and Department of Strategy and Management, Norwegian School of Economics.

This edition is characterized by a set of articles that present the relevant trends in the field of organizational studies, particularly in the Brazilian cases. For example, in the first article, “Agricultural insurance mechanism through mutualism: the case of an agriculture cooperative”, Paulo Alberto Machinski, Mauro César de Faria, Vilmar Rodrigues Moreira and Alex Antonio Ferraresi analyze how mutualism system can be applied in a cooperative targeting risk mitigation.

An important aspect of the environmental issue is treated in “Relationship between eco-innovations and the impact on business performance: an empirical survey research on the Brazilian textile industry”, by Marcus Vinicius de Oliveira Brasil, Monica Cavalcanti Sá de Abreu, José Carlos Lazaro da Silva Filho and Aurio Lucio Leocadio. They investigate the interrelationship between three types of eco-innovation: process, product and organization in the Brazilian textile industry.

In the article “Social Mobile money: an exploratory study of the views of managers of community banks”, Eduardo H. Diniz, Adrian Kemmer Cernev and Eros Nascimento also deal with an innovative theme, assessing the adoption of a model digital social currency via mobile phones.

In “International orientation and export commitment in fast small and medium size firms internationalization: scales validation and implications for the Brazilian case”, Marcelo André Machado, Felipe Bentancur Fehse and Walter Nique analyze the recent phenomenon of Brazilian Born Globlas companies.

Behavioral economics is present in the article “The commercial cycle from the viewpoint behavioral economics: effects of price discounts on revenues received from services”, by Rafael Barreiros Porto. He presents a modern behavior of a company’s commercial cycle.

In the article “Satisfaction of private interest associations’ members: a study with sugarcane producers in Brazil”, Luciano Thomé e Castro, Priscilla Mendes Machado, Marcos Fava Neve and Roberto Fava Scare present collective action and seek to identify the dimensions of members satisfaction of a private interest association with about 18 000 members.

The last article discusses public management: in “Review of passive transparency in Brazilian city councils”, Fabiano Maury Raupp and José Antonio Gomes de Pinho investigate compliance with the requirements of passive transparency by the chambers of Brazilian municipalities.

We wish you an excellent and fruitful reading.

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