

## EDITORIAL

## Stages on Life's Way: those who have gone but have never been so present among us

PH.D. HÉLIO ARTHUR REIS IRIGARAY <sup>1</sup>PH.D. FABRICIO STOCKER <sup>2</sup><sup>1</sup> FUNDAÇÃO GETULIO VARGAS (FGV EBAPE) / BRAZILIAN SCHOOL OF PUBLIC AND BUSINESS ADMINISTRATION, RIO DE JANEIRO – RJ, BRAZIL<sup>2</sup> FUNDAÇÃO GETULIO VARGAS / CADERNOS EBAPE.BR, RIO DE JANEIRO – RJ, BRAZIL

Academic conferences are special moments (let's call them magic) in which we have the opportunity to present our research, debating ideas with colleagues who, fortunately, do not always share the same ontological perspectives and epistemological choices.

As in the first section of the book *'Stages on Life's Way,'* where Kierkegaard refers to Plato's text *'The Symposium,'* academic conferences are like a banquet, during which each guest shares their vision of love – in this case, science.

Strictly speaking, this is the foundation of the theory of the three stages or modes of existence proposed by Kierkegaard – the aesthetic, the ethical, and the religious – in addition to the two bordering areas: irony and humor.

For over a year, our academic meetings have been virtual. However, the last EnANPAD was, particularly, the most difficult and painful for many of us, not only because of the physical distance but because of the empty chairs and spaces left by fellow academics who are no longer with us.

We have lost exchanges and affection. The world is a little dimer, sadder.

The pain felt from the absences of Cristiano, Eduardo, Sidinei, Zélia, among many others, was present in the silences, pauses, tears during many panels, workgroup gatherings, and meetings of academic divisions.

As in the *'Stages of Life's Way,'* we first experience the aesthetic, the immediacy of a sense of abandonment and unfairness. In this aesthetic stage, we live moments of doubt and despair, such as those represented by Faust and the wandering Jew Ahasverus.

The pain of loss, which tore at our souls, paradoxically strengthened us as individuals and as a group. We submit to the moral law, the central element of the ethical stage, and choose ourselves. Like the faithful spouse from the allegory used by the Danish philosopher, we seek a way of living life that was perceived as right. We renounce pleasure and order our lives according to our academic and professional duties; after all, "the ethical sphere is a passageway – which one nevertheless does not pass through once and for all" (Kierkegaard, 2005, p. 693).

Perhaps now we can reach the religious stage, the highest point we can reach, when we are faced with a choice that will result in a greater finality.

Kierkegaard sought to unveil all the possibilities we face throughout our existence. We are forced to make choices based on these three stages, which keep qualitative differences between them and are ordered by passions and singular values. The individual who is in one stage only remains there by an existential choice. Likewise, they are free to choose another stage. In the words of Kierkegaard: "The story of individual life unfolds in a movement that goes from stage to stage, and each one begins with a leap" (Kierkegaard, 2005, p. 210).

May we all find strength and continue to build applied and engaged science.

Thus, I present the articles that make up the fourth issue of 2021 of **Cadernos EBAPE.BR**. We begin with a tribute written by Ana Heloísa da Costa Lemos and Aline Mendonça Fraga about our academy partner Sidinei Rocha-de-Oliveira, who left us on the eve of EnANPAD.

This is followed by an introductory article produced in co-authorship by Jefferson Rodrigues Pereira and Kely César Martins de Paiva, entitled **“‘Dirty work’, meaning, sense and identity: proposition of integrated analysis and research perspectives,”** which aims to apprehend the possible relationships between meaning, sense, and identity of work, considering ambiguities and paradoxes that permeate certain occupations in Brazilian society.

In **“The organization of the practice of tourist itineraries in receptive tourism,”** Talita Almeida Fernandes, Alfredo Rodrigues Leite da Silva, and Filipe Cabacine Lopes Machado are dedicated to understanding the organization of the practice of tourist routes based on the practical epistemology of Theodore Schatzki.

Mel Girão and Erik Fernandes focus on answering the instigating question **“What is left of marketing for the Chief Marketing Officer?”** through a systematic literature review, bringing an important discussion to the marketing area.

In the article **“Gender relations in the Brazilian socioeconomic and cultural context: a study with female drivers of urban mobility apps,”** Ana Paula de Oliveira Amaral Colodetti and Marlene Catarina de Oliveira Lopes Melo analyze how gender relations and the Brazilian socioeconomic and cultural context are perceived by female urban mobility app drivers in their professional life and work environment.

The possibilities of strengthening the relationship between universities and companies through University Research Centers are the object of the research by José da Assunção Moutinho and Roque Rabechini Junior, **“University research center: research environment characterization”**.

**“When stakeholder theory meets justification theory: an intersection proposal,”** by Helna Almeida de Araujo Góes, Germano Glufke Reis, and Gustavo Abib, is an essay that sheds light on stakeholder identification and involvement, as well as on the complementarity among theoretical approaches.

Aiming to understand how the misbehavior of entrepreneurs associated with tax evasion practices in micro and small businesses manifests, from the Brazilian perspective, Marina Emanuelli Belo, Thiago Cavalcante Nascimento, and Andréa Torres Barros Batinga de Mendonça offer us **“Entrepreneurial misbehavior associated with tax evasion practices”**.

**“The impact of generation diversity on trust within companies,”** by Carmen Pires Migueles, Marco Tulio Fundão Zanini, Juliana Carvalho, and Fernando Filardi, addresses the causes of generational differences at work and their impact on the propensity for trust.

The article **“David versus Goliath - The resistance of non-humans in the translation process: the case of the new coronavirus disinterestment,”** by Eduardo Guedes Villar, Karina De Déa Roglio, Marcos Vinícius Pereira Correa, and Rodrigo Seefeld, is based on the sociology of translation. It brings up the extreme case of the new coronavirus to explore the role of non-humans in relational processes.

To analyze the relationship between ICT and the operation of Brazilian banks between 1995 and 2016, Luiz Paulo Fontes de Rezende, Fernanda Faria Silva, and Marco Crocco present **“Information and communication technology in the Brazilian banking industry: does functionality matter?”**.

In **“And Mintzberg discovered Brazil: the internationalization of an executive master’s program,”** Ana Christina Celano Teixeira, Sergio Wanderley, Ana Beatriz Moraes, and Bianca Sá adopt a critical perspective to investigate whether IMPM, a master’s program offered by a Brazilian higher education institution in partnership with other foreign HEIs, privileges the Anglo-Saxon point of view.

Andreia Maria Berto, Rolf Hermann Erdmann, and Vivian Osmari Uhlmann present a substantive theory that aims to explain how the elements involved in the process of implantation, maintenance, and evolution of hospital accreditation interact and which factors influence it, in their article **“Proposition of a substantive theory for the hospital accreditation process: the ‘commitment to care’ model”**.

By analyzing the time-space relationship and its longitudinal transformations, and the objective and subjective dynamics between subject and context, Alexandre Dal Molin Wissmann, Jhony Pereira Moraes, Arthur Gehrke Martins Andrade, and Jair Jeremias Junior investigate the drumming career of two people from different generations who live this trajectory, in **"Batuque workers: the career in an afro-gaúcha religion"**.

**"Organizational improvisation: challenges and perspectives for management education,"** written by Fernanda Paquelet Moreira Barbosa and Eduardo Davel, aims to systematize the advances in academic production about organizational improvisation and discuss its integration in administration teaching-learning.

In **"A post-colonial study, using semiotics, on classic book covers edited in Brazil and the United States,"** Mariana Luz Eiras Queiroz, Marcus Wilcox Hemais, and Luís Alexandre Pessôa analyze how the global North and South are represented in the graphic design of classic Brazilian and American book covers.

Ana Paula Paes de Paula and Ketlle Duarte Paes present the article **"Fordism, post-fordism, and cyberfordism: the paths and detours of Industry 4.0."** The authors address Industry 4.0 as the center of a new production paradigm, demonstrating the radicalization of production automation processes and the insertion of artificial intelligence in decision-making processes.

We wish you a pleasant read!

PH.D. HÉLIO ARTHUR REIS IRIGARAY

EDITOR-IN-CHIEF

PH.D. FABRÍCIO STOKER

ASSOCIATE EDITOR

## REFERENCE

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Kierkegaard, S. (2005). *In Vino Veritas*. Lisbon, Portugal: Antógona.

Ph.D. Hélio Arthur Reis Irigaray

ORCID: <https://orcid.org/0000-0001-9580-7859>

Ph.D. in Business Administration from FGV EAESP; Masters in Business Administration from PUC-Rio and Bachelor Degree in Economics from the University of Northern Iowa, USA. Assistant Professor at FGV EBAPE and at the Corporate International Masters (CIM) program of the Georgetown University, Washington, USA. Leader researcher on the theme Diversity and Labor Relations, in the area of Work Management of the National Association of Graduate Studies and Research in Administration (ANPAD). E-mail: [helio.irigaray@fgv.br](mailto:helio.irigaray@fgv.br)

Ph.D. Fabrício Stocker

ORCID: <https://orcid.org/0000-0001-6340-9127>

Ph.D. in Administration from FEA/USP and Ph.D. in Management from the Erasmus University of Rotterdam; Visiting researcher at the University of Amsterdam; Master's in Administration from UFPR and specialization at FGV and London Business School; Economist and Administrator; Professor at FGV on the online undergraduate programs, MBA, and graduate programs. Associate Editor of the journal Cadernos EBAPE.BR (FGV). E-mail: [fabricao.stocker@fgv.br](mailto:fabricao.stocker@fgv.br)