

EDITORIAL LETTER

The main objective of our Journal had minor changes. Now it is to create an intellectual and academic platform, under the perspective of strategic management of organization, to promote studies on emerging countries. This editorial decision represents a new milestone in the history of our Journal, looking for contributing to the debate about researches on two specific topics: innovation and competitiveness, and strategic organization in emerging countries. We understand the topic of innovation and competitiveness covers all studies and researches related to how the organizations can sustain their competitiveness, particularly focusing on innovations, entrepreneurship, and performance. The second topic covers studies and researches about strategic management of organizations. More specifically it focuses on how companies can or should act at a strategic level, looking mainly but not only to the external context, supply chain, competitive strategies in international markets, and marketing approach. We look forward to contributions from authors around the world, stating that this is our last joint edition, with articles published in Portuguese. We will continue accepting articles for both in Portuguese and Spanish, but all publications and our website will be exclusively published in English language.

Our editorial policy is based on promoting articles with critical perspectives, seeking for the understanding of the differences and similarities among emerging countries and in comparison with experiences and theories on strategic management in developed countries. We intend to promote specific contributions of how theoretical and empirical studies on emerging economies may contribute to the advance of theories related to innovations and competitiveness, and strategic management of organizations. We invite scholars particularly working on such topics to submit theoretical essays, empirical studies, and case studies. We are open to different methodological perspectives and innovative approaches on how to understand the role of organizations from emerging countries in a globalized market. Today all decisions go through a group of editors, but this journal continues with its headquarters at the Regional University of Blumenau - FURB, in the post-graduate program in business administration. Guest editors were incorporated into the group of editors or into the academic and executive board. This new group is formed exclusively by researchers and editors with experience of several stemmed study centers from around the world, with publications related to emerging countries.

The presente issue is divided into two sections, Research & Reviews and Books & Resources Reviews, focusing on context effects and contextualization in entrepreneurship, governance and sales in management. In this issue, we find authors from different areas of Brazil, but began this edition with a study by European authors. We conclude with a critical review of an American book, analyzed and criticized by the prospect and examples from Brazil. I hope this issue please the readers and bring as many explanations as new problems for future research.

The first article, by Héctor, Francisc, Madet and Francisco, explores the relationship between the creative thinking style used by the founder manager and the type of entrepreneurial opportunity. This research empirically tested two of creative thinking (adaptive and innovative) and two types of entrepreneurial opportunity (Kirznerian and Schumpeterian). Both perspectives have opposite views.

The second article, by Gustavo, Nilton, Felipe, Álvaro and Andrei, aimed to investigate the relationship between corporate governance and performance of the stocks of companies in the Brazilian electricity sector listed in Bovespa, considering the dynamics of the electricity market in Brazil during the U.S. crisis and the European crisis, and the post-crisis.

The third article, by Anderson and Tales, develops a theoretical essay which focuses on the dichotomous question concerning whether entrepreneurs adopt Effectuation or Causation decision-making models. Due to this gap, this essay proposes to examine the possible effects of the centrality of the firm on its organizational structure, and this later on the predominance of entrepreneur's Effectuation or Causation decision making in a business network environment. Their theoretical framework focuses on the concept of inter organizational networks, on the transformation of the organizational structure and on the principles of Effectuation and Causation.

The fourth contribution, by Tiago, reports a critical review to the book "Why We Buy: The Science of Shopping (2009)", written by an environmental psychologist, author of books, and founder of a market research and consulting company, Paco Underhill. His critical book review was a vehicle for examining and discussing issues throughout the book itself, which raises or fails the usage of Brazilian examples to it. The author explanations are not so much in the field of economics. It is in the field of psychology as applied to retailing environments.

We expect to create an even more academic research experience.

Marianne Hoeltgebaum and Gérson Tontini

Editor and Coeditor