

## Editorial

In this current issue, we organized four articles that make significant contributions in topics related to international business, the process of institutionalization in special market, strategic process, and human capital and competitiveness of firms. In line with our editorial policy, we attempted to publish contributions that attempted to make theoretical and empirical contributions in the field of strategy management, entrepreneurial management and internationalization of firms from the perspective of emerging economies.

The first article **Absorptive Capacity and the Internationalization Process of an Emerging Multinational**, authored by Graciella Martignago, Silvio Antônio Ferraz Cário, and Graziela Dias Alperstedt the purpose of this study is to describe the role of absorptive capacity (AC) for the internationalization process of emerging multinational companies. Based on a case study of a leading Brazilian company, the main findings point to the existence of relationships among the elements of absorptive capacity (acquisition, assimilation, transformation, exploitation) and that these affect the internationalization process of emerging market firms.

The second article **Isomorphic relations and process of institutionalization: a study for the special coffee market in Brazil between 1990 and 2016**, authored by Josue Pires de Carvalho, Jorge Luis Sánchez Arévalo, and João Luiz Passador, has the aim to analyze the importance of isomorphic relations in the process of institutionalization of the special coffee market in Brazil. The authors highlight the importance of the commitment of agents - producer and buyer - who are proactively engaged in entrepreneurial actions, in order to adapt to the new practices and trends of the special coffee market, where quality consumption is privileged.

The third article **Practical influence of the strategic process in organizational results**, authored by Elizangela Maria Pas Menegon, Esmael Rossetto Bernardi, Júlio Adriano Ferreira dos Reis, Odilon Luiz Poli, and Rodrigo Menegon, has the purpose to verify to what extent the practice of the strategic process exerts influence in the managerial results of a garment industry of the State of Santa Catarina. The study provides tools and rationale that help to predict risks, to analyze opportunities and to provide an improved observation of the results.

The fourth article **Human Capital and Competitiveness: Analytical Method to Strategic Management of the Man-Organization interaction**, authored by Giovanna Garrido, Marco Antonio Silveira, and Rafael Damasco Silveira, suggests to merge different approaches, particularly the Triple Bottom Line concept of sustainability, the core competences of the organization and some analytical techniques, with the goal of implementing an own strategic diagnosis method to quantify the impacts of the human factor in a multinational of the electronic sector. The article shows how the proposed method has the potential to promote a qualified diagnosis by quantifying the impacts of the developers' competences on the productivity of the associated processes in the case of the electronic sector.

Before concluding this Editorial, as always, we want to express our gratitude to all reviewers that helped us to achieve this current issue. We thank you and hope we can continue to count on your contributions to our Journal in future issues.

To our readers, we hope you will enjoy reading the articles, and expect you to contribute with our Journal in future issues on business strategies and emerging economies.

**Mohamed Amal**  
Editor