

Editorial Letter

In this current issue, we organized four articles that make significant empirical contributions in topics related to different areas of strategic management, using qualitative and quantitative approaches to discuss topics like entrepreneurship, investment management, brand identity, and the influence of female boardroom on firm value. We organized different topics and themes that provide different perspectives and theoretical lens of addressing strategies and innovation in Brazil.

The first article **A Importância do Ensino Empreendedor na Formação de Nível Técnico**, authored by Marcos Hashimoto and Ranulfo Soares da Fonseca Jr, has the purpose to analyze the topic of entrepreneurship teaching in vocational technical education. Based on two pedagogical methodology programs from SENAC - National Service of Commercial Learning and another from ETEC - Technical Schools of Institute Paula Souza, the article shows that, rather than simply training the student in concepts and entrepreneurial practices, the analyzed institutions seek the formation of entrepreneurial skills of their students. The article makes a special contribution for topics related to the entrepreneurship education scholar community.

The second article **Simbolismo e Construção da Identidade por meio do Consumo de Cerveja Artesanal**, authored by Ana Cristina Ferreira, Michele Morais Oliveira Pereira, Daniel Carvalho de Rezende, and Alessandro Santos Vieira has the main objective to identify symbolic aspects attributed to craft beer and how they contribute for costumers' identity construction. Based on a qualitative study, they found that Symbolic aspects about drinking consumption were related to well-being, social integration, new experiences and refinement.

The third article **Dimensionamento de pistas de pousos e decolagens em pequenos aeroportos na otimização de investimentos e segurança operacional**, authored by Mauro Caetano and Lívia Gabriella de Melo Sousa, has the main objective to identify the demands for total runway length (TORA), defined by the aircraft authorized for its use, as well as the runway size made available according to the declarations presented by aerodromes with the Brazilian regulatory agency, ANAC.

The fourth article, **Influence of Female boardroom presence on firm value: An analysis on companies listed on B3**, authored by Isaac Gezer Silva de Oliveira, Sâmela Pedrada Cardoso, Ricardo Santos Dias, and Pedro Borges Júnior has the aim to investigate the relationship between corporate value and the presence of women in high-ranking positions. The article states that in recent decades women have had substantial advances in access to higher education and the labor market, but these achievements were not reflected in the high ranking of companies. Based on a quantitative approach of analysis, the authors found that there is a positive relationship between firm value and the presence of women on the board. The results show evidence that the inclusion of women on the board in addition to ensuring diversity, meet precepts of ethics, equality, social responsibility.

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