

### Editorial Letter

In the current issue we are presenting four articles with several empirical and theoretical contributions to the topic of social responsibility and environmental sustainability. The authors share the common understanding that the topic is challenging organizations from different industries, and with different market positioning, particularly how to establish and fit the social responsibility goals and sustainability with the global strategy of growth and technology development.

In discussing themes of social responsibility by complex organization, by technology-based companies, family businesses, and firms engaged in the international markets, the articles covered a broad scope of themes and research questions that in large extent reflect the complex debate in the different fields of strategic management, innovation and entrepreneurship.

Finally, the articles have adopted multiple methodological procedures that reflect in large extent the complexity of the topics and themes discussed in the context of emerging economies.

The first article: **Responsabilidade Social universitária: um estudo sobre seu significado para os representantes dos grupos de interesse de uma universidade**, authored by Carla de Cássia Nardelli Vieira, Sheila Patrícia Ramos Beckhauser, Iara Regina dos Santos Parisotto has the aim to analyze how representatives of interest groups understand social responsibility in the case of a regional University. The main finding of the study points to the difficulty of institutionalizing university social responsibility actions, which are fragmented and disarticulated by the different groups. The authors suggest that this weakness in the social responsibility management may be influencing the perception of the Institution's image by its stakeholders, who consider it as reactive and closed.

The second article: **Gestão sustentável e capacidade dinâmica de inovação de empresas de base tecnológica da saúde**, authored by Silvia Maria Preczevski, Priscila Rezende da Costa, Renato Ribeiro Nogueira Ferraz, and Wesley Ricardo de Souza Freitas, has the purpose to verify how the sustainable management of the business could potentiate the dynamic capacity of innovation by health Technology Based Companies. As main results of the study, the authors concluded that, based on the development of dynamic innovation capacities, the investigated TBCs implemented sustainable management actions that improved their business models, generating innovations with frugal and disruptive characteristics, which led to continuous improvements in both the productive process as in sustainable management actions.

The third article: **Responsabilidade Social e Aspectos Ambientais em Empresas Familiares: Um estudo multicascos no Agronegócio**, authored by Lesley Carina do Lago Attadia Galli, Arthur Morgado Janones, André Cavalcante da Silva Batalhão, and Rafael Altafin Galli, has the main objective to handle the question of social responsibility by family business organizations. More specifically, it mapped the actions of social responsibility and initiatives related to the environment, articulated by family companies working in agribusiness. The results demonstrated out that the legal obligation fosters a large part of the actions of family companies, to the detriment of voluntary and spontaneous actions in favor of their stakeholders.

The fourth article: **Eco Inovação e internacionalização: evidências na cafeicultura da Região do Cerrado Mineiro**, authored by Michele Moraes Oliveira Pereira, Luiz Guilherme Rodrigues Antunes, Marília Bonzanini Bossle, Cristina Lelis Leal Calegário, and Luiz Marcelo Antonialli, has the aim to discuss the relationships between the development of eco-innovative activities and the internationalization of coffee cultivation organizations in the Cerrado Mineiro Region. The authors show that eco-innovation practiced in coffee cultivation in this region transcends social and environmental aspects. It encompasses complementary innovations as technologies focused on the management process of coffee activities, as well as technological innovations. Furthermore, there are evidences that in this context, regulation can be seen as driver of eco-innovation and as a means to better serve the external market, since the motivations for adopting this innovation are linked to the regulation, certification and image of the companies towards their customers, who are international.

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