

Editorial Letter

In this first issue of 2019, we selected a set of papers with different theoretical backgrounds, and different methods to approach topics like non-market strategy, customer loyalty, entrepreneurship and supply chain management. The articles address the main questions related to corporate strategy and management challenges, but also capturing the antecedents of firms' dynamics in different contexts: industry context, uncertainty, and cultural shape of the decision making by managers and stakeholders.

The first paper **“Research and theory of Corporate Political Activity (CPA): a bibliometric analysis”**, authored by Raul Beal Partyka, Jeferson Lana, Marina Amado Bahia Gama, Rosilene Marcon, has the aim to highlight the importance of the Corporate Political Activity in the context of companies seeking political alignment to develop their strategies. Using a bibliometric approach, the authors provided insights and propositions to the understanding of the reasons and forms by which companies are involved with the regulatory environment. The article also contributes to clarify the field of corporate political activities, their classification, and implications.

The second article **“Customer Loyalty and its Antecedents in Banking Service Rendering Context”**, authored by Gabriel Sperandio Milan, Luciene Eberle, Deonir De Toni, Pelayo Munhoz Olea, Suélen Bebber, as the purpose to analyze customer loyalty in the context of existing relationships between banking service providers and their customers. Based on a multivariate statistical approach with structural equation modeling, the model provides a specific framework to the understanding of the antecedents of customer loyalty, adapting strategies and actions to stimulate and generate better market and economic-financial results in the banking sector.

The third article **“Structural model of entrepreneurial behavior measurement”**, authored by Cristiane Krüger, Italo Fernando Minello, has the objective to develop a specific model to capture and estimate entrepreneurial behavior based on behavioral characteristics and entrepreneurial intent. Based on a structural model, the empirical study shows that the achievement dimension has been found as the main antecedent, suggesting strong evidences of the robustness of the model to measure entrepreneurial behavior.

The fourth article **“Determinants of Supply Chain Management, according to its managers”**, authored by Margareth Rodrigues de Carvalho Borella, Caroline Bombana has the objective to identify the determinants of the effectiveness of the supply chain (SC) operation and its management (SCM), from the viewpoint of its members or chain leaders. The study, based on the case of a regional industrial hub in the south of Brazil, found evidences that there is a conservative culture in the industrial hub of the city of São Marcos/RS, and lack of confidence is the main barrier. The originality of this study lies in highlighting the leading role of the manager, member or leader of the supply chain in sharing their perceptions on defining, beneficial and opposing aspects of the supply chain management and its operation.

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