

EDITORIAL

The first edition, volume XI, of the Revista de Administração da UFSM - Brazilian Journal of Management is composed of ten articles received from several Brazilian states, such as São Paulo, Santa Catarina, Minas Gerais, Paraná and Rio Grande do Sul, in addition to the countries of Argentina and Spain.

This edition begins with the study entitled *Balanced Scorecard: A Proposal for Strategic Management of a Rural Cooperative Credit*, by Silvana Dalmutt Kruger, Aline Simionato, Cleunice Zanella and Sérgio Murilo Petri. This study proposed a model for the strategic organizational management of a credit cooperative by the Balanced Scorecard (BSC) and the perspectives proposed by Kaplan and Norton (1997) in order to identify the benefits of implementing the BSC can offer a credit union.

The research by Márcia Regina Santiago Scarpin, Denise Del Prá Netto Machado, Vanessa Edy Dagnoni Mondini and Giancarlo Gomes, which is entitled *Scientific Production Of Innovation In Brazil: A Network Analysis*, is the second article of this edition. It aimed to identify the development of social networks in the scientific production of innovation in the period of 2006-2012 in high impact (A1, A2, B1 and B2) Brazilian periodicals.

The third article of this issue, *Entrepreneurial Attitudes Of State Program "Paraná Improving Business" Participants, In The County Of Francisco Beltrão - PR*, is authored by Elisane Bach, Gilberto Francisco Ceretta and Adilson Carlos Rocha. The objective was to verify the most predominant entrepreneurial characteristics of entrepreneurs participating in the State Program "Bom Negócio Paraná" of the city of Francisco Beltrão.

Interorganizational Relationships Between Export Companies And Foreign Trade Service Providers: A Study In Dyads In The Furniture Industry is the fourth article of this edition and authored by Tatiane Pellin Cislighi, Fabiano Larentis, Vilmar Antonio Gonçalves Tondolo and Gabriel Sperandio Milan. It analyzed the interorganizational relationships (IRs) between focal companies and support members (foreign trade advisers) in the context of supply chains in the furniture sector.

Elvis Silveira-Martins and Carlos Ricardo Rossetto are the authors of the fifth article of this edition, which is called *Mapping Of Scientific Production On Uncertainty In International Environmental Basis*. It mapped the scientific production of environmental uncertainty on the international databases ProQuest and EBSCO and provided results on the state of the art of this subject and characteristics of published scientific works.

The sixth article in this issue, *The Relationship between Communication and Commitment in Organizations*, is authored by Rodrigo Cunha da Silva, Elza Fatima Rosa Veloso, Leonardo Nelmi Trevisan and Joel Souza Dutra. It aimed to explore the relationships between organizational communication and interpersonal communication, as well as the relationship between communication and commitment.

The text entitled *Social Benefits Programs for Brazilian Professionals As An Alternative for Employee Retention: An Exploratory Study*, whose authors are José Alberto Carvalho dos Santos Claro and Rogério Augusto Prophet, is the seventh article of this edition. The study sought to verify which types of Social Benefits (BS) are available to professionals in Brazil and in which sectors of economic activity.

The objective of the eighth article of this edition, *Empirical Evaluation Of A Model Of Antecedents Of Customer Loyalty In The Pharmaceutical Retail Sector*, was to validate a model and understand how the value perceived by the customer, satisfaction, trust and loyalty relate in the context of a typical convenience market - the drugstore market.

Technological Knowledge And Businesses Inter-Communication As Elements Of Change In Associative Management Of Forest-Industry SMEs, which is developed by Nilda Catalina Tañski and Carlos Maria Jardon, is the ninth article of this edition. The study analyzed the behavior and actions of agents related to the changes produced by the emergence of technology and communication between companies and their effects on SMEs in the forest industry sector and related activities.

The article that concludes this edition, *Assessing Emerging Multinationals 'Global Mindfulness' Profiles*, by Germano Glufke Reis, Maria Tereza Leme Fleury, Afonso Fleury and Felipe Zambaldi, addresses the issues of global mentality (GM) on internationalization and explores the diversity of MG configurations among Brazilian multinationals.

The first edition of the ReA, of the year 2018, contemplates subjects of great interest to the scientific and business community and society in general. Topics covered in this area include General Administration, Marketing, Innovation, Financial and Management Accounting, People Management, Entrepreneurship and Internationalization.

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Regards,
Clandia Maffini Gomes, Dr^a
ReA editor