

Editorial

It is with great satisfaction that we announce the second volume of Rausp 2017. As part of the celebration of the 70th anniversary of RAUSP, in this edition, the ThinkBox bring as a guest, Daniel Friel, Professor of Business Administration, from Universidad San Andrés, in Buenos Aires, Argentina, which present us with the article “Understanding institutions: different paradigms, different conclusions”. Friel discusses the theme “institutions” which has increasingly become a prominent variable in understanding organizations’ configuration and performance.

This volume orbitales mostly around innovation, learning and knowledge, seeking to relate these constructs to the performance of organizations.

In the article “Innovation and productivity: empirical evidence for Brazilian industrial enterprises”, the authors Luciana Carvalho and Ana Paula Macedo Avellar, have a look over the innovation in the Brazilian companies and suggest a weak relation of this variable on productivity factor.

The authors Giancarlo Gomes and Rafaele Matte Wojahn, in “Organizational learning capability, innovation and performance: study in small and medium-sized enterprises” (SMES), verify that organizational learning influence the innovative performance of small and medium-sized textile companies in Brazil, but also note that learning ability does not provide evidence of relationship to organizational performance.

In “The translations and the organizing of scientific practices in R&D biotechnology” from the authors Lorena Bezerra de Souza Matos e Ana Silvia Rocha Ipiranga, the innovation is showed from an ethnographic study development of practices related to R&D in the Northeast Network of Biotechnology (Brazil). The authors draw attention to the influence of leadership in the organization of the network and, consequently, to the development of research.

In the article “Informational status in intra-organizational networks: the role of knowledge sharing and structural holes”, the authors Cristiano Oliveira Maciel and Carlos Eduardo Liparotti Chaves investigate whether the informational status

can be attained from practices of knowledge sharing and relationship efficiency (structural gaps) in a technology development company for telemedicine.

The authors Francane Freitas Silveira, Roberto Sbragia, Henry Lopez-Veja and Fredrik Tell in “Determinants of reverse knowledge transfer for emerging market multinationals: the role of complexity, autonomy and embeddedness”, they analyze the innovation in foreign markets developed and emerging by Brazilian multinationals, noting not only the complexity of knowledge that the subsidiary develops, but also its autonomy in the foreign market, which enables the flow of reverse transfer of knowledge.

Based on the pricing strategies, the authors Deonir De Toni, Gabriel Sperandio Milan, Evandro Busata Saciloto and Fabiano Larentis, in “Pricing strategies and their impact on corporate profitability”, propose and test a theoretical model in 150 companies of the metal-mechanical pole Located in the Northeast region of the State of Rio Grande do Sul, Brazil. The model integrates pricing strategies based on customer value, competition, and costs with the (high and low) price levels. The authors conclude that the profitability of the firms studied is positively affected by the price strategy based on value and high price levels and negatively by the low price levels.

Finally, in “A substantive theory on the implementation process of operational performance improvement methods”, the authors Darlan José Roman, Marilei Osinski and Rolf Hermann Erdmann from a qualitative study, investigate the phenomenon of the implementation of a performance improvement system in organizations. The authors conclude that successful implementation of improvements depends on a systemic view that involves behavioral and structural aspects of the organization.

We wish you a great reading.

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