

# RELCASI

---

Volume 11 | Issue 1

Article 1

---

1-1-2019

## Editorial

Aurora Sánchez-Ortiz

*Universidad Católica del Norte, [asanchez@ucn.cl](mailto:asanchez@ucn.cl)*

Valter Moreno

*Universidade do Estado do Rio de Janeiro (UERJ) / Faculdades IBMEC, [valter.moreno@eng.uerj.br](mailto:valter.moreno@eng.uerj.br)*

Follow this and additional works at: <https://aisel.aisnet.org/relocasi>

---

### Recommended Citation

Sánchez-Ortiz, Aurora and Moreno, Valter (2019) "Editorial," *RELCASI*: Vol. 11 : Iss. 1 , Article 1.

DOI: 10.17705/1relc.00061

Available at: <https://aisel.aisnet.org/relocasi/vol11/iss1/1>

This material is brought to you by the AIS Journals at AIS Electronic Library (AISeL). It has been accepted for inclusion in RELCASI by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).



## Editorial

### **Aurora Sanchez**

Universidad Católica del Norte  
Antofagasta, Chile  
asanchez@ucn.cl

### **Valter Moreno**

Rio de Janeiro State University (UERJ) / Ibmec  
Rio de Janeiro, Brazil  
valter.moreno@eng.uerj.br

The use of information and communication technology (ICT) by public and private organizations in Latin America has increased significantly since the internet's appearance. Various researchers in this part of the world have studied this phenomenon to understand their development and support it. This journal wants to support research in the MIS field in Latin America since most studies have been designed and assessed in developed countries. We aim to provide a source for Latin American scholars to publish their MIS studies applied to the region. In this issue, you will find four articles by Latin American researchers in the MIS field.

The first research article, "How are attitude and purchase intention influenced by promotional ads contained in mobile apps? A study based on the Theory of Reasoned Action" is written by Brazilian scholars Evangelina de Mello Bastos, Anátalia Saraiva Martins Ramos, Fernando Antônio de Melo Pereira, and Gabriela Figueiredo Dias. The study examines the factors that influence the consumer's attitude and intention concerning the purchase of paid applications through promotional ads for mobile applications. The authors gathered the data using a survey based on reasoned action theory and applied it to 619 Latin American mobile applications consumers. They found that informativeness and incentives were determining factors in the acquisition of applications from promotional advertisements. A model that explains the relationships between mobile advertising factors and their influence on consumption intention is also a result of this study.

The second research article, "Project management leadership and the information systems professional's profile," by Mônica Mancini, Edmir Parada Vasques Prado, analyzes the leadership styles in project management perceived by Brazilian IS professionals. This study synthesizes and integrates the body of knowledge in leadership styles, comparing models and theories in the field. The authors choose the grid managerial model proposed by Blake, Mouton, Barnes, and Greiner (1964) as a theoretical base to conduct their research. Blake et al.'s model focuses on two main variables associated with leadership; one variable reflects concern for production or output, and the other, concern for people. The method used was quantitative, with a sample of 256 Information systems professionals who work with projects in Brazilian public and private organizations. This study's findings provide insights into the different stakeholders' perceptions about leadership style in the enterprise in which they work. They also found that the most mentioned leadership style was focused on people; the style that focuses on results was less common.

The third paper, "Weak Signal Exploration Processes and the Development of Absorptive Capacity," by Luciana Nogueira Bortoli, Raquel Janissek-Muniz, and Natália Marroni Borges, studies how absorptive capacity can be developed through weak signal management practices in organizations. The study acknowledges the importance of absorptive capacity as a multidisciplinary concept that integrates organizational learning, knowledge management, and innovation management. The research seeks to investigate gaps in the interconnection among the processes of exploiting weak signals, absorptive capacity, and the creation of organizational knowledge. The authors address how absorptive capacity occurs in processes of exploitation of weak signals from the perspective of organizational knowledge creation. Their research employed a qualitative method, gathering data in ten semi-structured interviews with professionals from Competitive Intelligence groups in Porto Alegre, Brazil. The study participants were selected according

to pre-established criteria (active and experienced professionals in processes intelligence and exploitation of weak signals, diversity in the company's operating area and economic sector). The data was analyzed using content analysis. The authors identified several points of connection between the assumptions and dimensions of the absorptive capacity and Competitive Intelligence work. The study found that Intelligence activities promote conditions that allow the expansion and creation of explicit tactical knowledge and amplify individual knowledge at the organizational level.

The fourth and final research article in this issue is "Collective Intelligence in the Consolidation of Networks of Small Businesses based on the Internet," by Rafaela Mota Ardigó and Alexandre Reis Graeml. The article uses an exploratory, interpretive qualitative research strategy to evaluate the possibility of collective intelligence's contribution to the consolidation of networks involving small Internet-based enterprises in Brazil. The study focused on one virtual community of sewing crafts on the internet, composed predominantly of women. The researchers observed the collective intelligence elements present in the interactions that occurred on the internet, associating them with theories that could explain their interrelationship and the consolidation of networks around small businesses. The data was triangulated with textual elements, paralinguage, videos, and images. The researcher did not propose a priori constitutive and operational categories because they did not want to limit the observed results, assuming that the relationship between elements present in collective intelligence, when mediated by technology, impacts the innovation observed in small companies. The study concluded that establishing trust among actors and promoting collaboration are essential antecedents of the consolidation of networks involving small businesses and their customers on the Web.