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## **EDITORIAL**

We start with a paper regarding the 4th Industrial Revolution, where IT Governance and Organizational Culture are critical issues one having impact on the other, so one should understand the great need of their alignment in order to foster an Organic System Performance. Lean practices were orignaly developed in Japan as a way to gain business excellence and sustainable change by means of strong bond among Purpose, Process and People (3P); so next paper deals with a survey on Pakistan Banks that show that they are still lacking on implementing Lean Practices in true spirit. Keeping on Pakistan next paper refers to a study of non-financial firms listed on Pakistan Stock Exchange to try find out, using GMM Econometrics Techniques, the impacts and timming to attain Working Capital Requirement (WCR) targets that focus on endogenity and extrenal heterogenity considering conditions related to: Level of economic activity in the country, operating cash flow, profitability, leverage, financial distress and financing cost. From Pakistan we now move-to a survey study with Hotel employees in Malaysia using a Partial Least Squares Method, Structural Equation Modelling (PLS-SEM) algorithm and bootstrap techniques that end up showing the relvance of the moderating role of co-worker support on the relationships between compensation, training and development, manager support and employee commitment. This is important since Tourism in Malaysia is the major source of foreign exchange and has Next paper, regards the use of websites to study Corporate Social potential to increase employment. Responsibility (CSR) of National and Foreign Pharmaceutical Industry Companies in Brazil; and based on the CSR Information Disclosure on the Web (CSRIDOW), show that the companies studied both national and foreign try to use their corporate website to explain the actions of Social Responsibility. However, it was founf that the communication is not enlightening about the role of social responsibility and sustainability in their competitive strategy. Now there is also a great need to become more aware of ways Marketing may help us to move-to a more Conscious Consumption Society; so next paper deals with a study concerning Brands of Sustainable Products and the classical dilema of Benefit x Price. Next is a case study of ways, educationally speaking, of improving public places like a Botanic Garden in Brazil through an interdisciplinary design thinking inovation approach. Regarding Sustainability, next one deals with the everday more critical global issue of the need to take more appropriate care of the Amazon Forest in Brazil, a global vital issue as one could see on the Moreoover giving also the growing importance of Social Enterprises since the time that news latetly. Muhammed Yunus won the Nobel Prize for his work with the Grameen Bank more than a decade ago, there is a great number of studies regarding social, economic and environmental problems; however next paper, based on citation data from a large number of articles, books, and other materials on the last decade available in the Thomson Reuters Web of Science database indicates that the number of publications on social enterprises seems to be decreasing over time, and in addition knowledge is becoming somewhat fragmented. Next paper deals with a study of Medium and Large Enterprises (SME) in Pakistan, that confirms the expected positive and significant relationship between Entrepreneurial Leadership (EL) and Innovation through the moderating effect of employee voice behavior (EVB). Next one deals with the increasing importance of Corporate Environmental Responsibility (CER) and the Impact of Eco-Based and Social Innovations to reinforce Efficiency of this process. Then there is an interesting study based on a large survey of Small and Medium Enterprises (SMEs) in Bangladesh, this time using a Structural Equation model (SEM), to try to find the extent to which Human Values and Affective Traits may actually lead to improve Creative climate (CC) conditions that could foster Knowledge Management (KM), Employee Resilience (ER), and organizational resilience (OR). Our final paper of this issue deals with the greater need of a New Innovation-Driven Development Strategy Model for China that may really help Industrial Transformation and Upgrading, particularly now that we are living in the midst of a momentous economic transition that needs to move from one of high-speed to high-quality growth; so in a way returns to our reflection on the first paper of this issue.