

## Editorial

Next year we'll be celebrating the 10th anniversary of the International Conferences on Innovation and Management that will be focusing on Education, Innovation and Sustainability; for this reason we choose this year to start our last issue with a paper dealing with research concerning Hart and Milstein Sustainability Buzzwords or Memes that are being used at the Universities and Corporate Consulting as a way to compare the contexts as well as finding out how far business strategies have gone to consider sustainability for decision purposes. The second paper is an updated review of the concept and increasing relevance of innovation since the times of Schumpeter and considering the contributions of the OECD regarding National Systems of Innovation as well as the World Competiveness Report of the WEF, that fortunately more recently developed a Sustainability-Adjusted Global Competitiveness Index (GCI); so we may expect advances such as a paper we chose regarding Knowledge Creating Processes that seeks to find out the impact on proper intrinsic motivation for creativity enhancing at organizations, using not only the classical SECI approach to Knowledge Creating Organizations; but also Locke and Lantham Theory of Goal Setting and Task Motivation. Next papers are actually more related to applications in specific countries. One deals with how to use game theory model to find a win-win strategy or equilibrium point, in a case such a Google's information dissemination policy in a context such as China where it needs to consider the socio-political system and culture to avoid conflicts with most relevant stakeholders such as the government authorities. Next paper deals with ways to deal with very common conditions of underdeveloped and developing countries like Bolivia, where Very Small Enterprises are a basic source of work, mostly informal, for most of the people; and where there is lack of infrastructure and a very inefficient and unstable government. After that one comes a last paper leading with an application of Werner, A. et al. advanced model for Trade-Environment Equilibrium Analysis, that seeks to find out trade-base growth impacts in China regarding scale, composition and technological effects. As it may have expected there is a positive impact in the sense that trade development ends up promoting the level of environmental technology; but on the other hand, after a tipping point, it shows negative secondary effects, since scale and composition effects ends up deteriorating the environment. This may reinforce the increasing importance of the Sustainability-Adjusted Global Competitiveness Index mentioned before. No doubt technological advances brings competition regarding design weather more integral or more modular as is the case of plasma display panel (PDP) technology vs the liquid crystal display (LCD) TVs, so is interesting to follow market trends as is presented in one of the last papers. Last but not least we are including a paper dealing with Entrepreneurship an essential topic today focusing interdisciplinary educational alternatives to develop this area at all levels in Brazil.

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