

Editorial

This year we'll be celebrating the 10th. Anniversary of the International Conferences on Innovation and Management ICIMs that represents a fruitful ongoing collaborating network of research on Innovation and Management from Universities from China, Japan, The Netherlands and Brazil. It its mostly due to this University partnership that this journal was organized; so that we it would be possible to share our contributions on Innovation and Management, particularly regarding Sustainability, with other research groups and stakeholders involved on the area.

The first paper describes an advance and practical application of System Modeling Language (SysML), on a blueprinting methodology for dealing with a five steps Management approach for Creative designing and implementing new Product Service Systems (PSS). We also include in this number a couple of papers dealing with Public Private relationships; including a very interesting one using a Game approach seeking a Nash Equilibrium, for the case of a Green Supply Chain of home appliance industry.

No doubt China and Brazil keep on going developing strong Business relationships, so it's ever more relevant to understand essential rooted cultural aspects that may help developing trust among business partners from these countries. On this paper the focus is to analyze the impact of Guanxi as a most significant cultural trail for social networking in the business world, through the living experiences of some Chinese entrepreneurships that came to Brazil after 1950. Regarding Brazil we also include a paper dealing today's Brazilian increasingly important topic of Managing Sustainable Territorial Development; as well as interesting one related to the relative impact of the strategic contributions regarding diversity and depthness of external actors, like customers and suppliers for Innovative Performance of Brazilian firms.

There is also another very interesting paper regarding problems related to the National Innovation Policy Systems in developing countries like Algeria, that may as well be applied to countries like Brazil, considering in particular the need to foster and strengthening University with Public and Private applied research partnerships.

Finally there is also a paper about Tourism in Hangzhou, a Chinese city that represents an harmonic mix of the old and the new, using semantic analysis of foreign customers behavior for strategic marketing purposes.

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