

Editorial

This year we'll be celebrating the 10th. Anniversary of the International Conferences on Innovation and Management ICIMs in Brazil, and we are having the feeling that we may be moving to a new stage expanding the fruitful collaboration regarding Innovation to other countries beside China , Japan and The Netherlands like Finland, Thailand and Pakistan; and in this sense the established partnership will be strengthened and become more diversify. At the same time developing countries like Brazil are now more ready to invest on innovation fostering a closer relationship among private, public and University sectors.

As a matter of fact in Brazil as in China fast developing web technologies will be increasingly fostering the need for developing new ways to approach human resource management considering in particular the growing importance of diversity of social networking. This is focus of a paper from the School of Management of the WHUT.

Inserting the topic of sustainability as a core of corporate business strategies is essential today and considering the corporate five stages model by Nidumolu, Prahaladand, Rangaswami; on a first paper and based on surveys in brazil it shown that in most cases in Brazil Organizational cultures are not yet quite mature enough for that purpose. In the same way next paper shows problems at national governance level at other fast developing countries like China and India that are suffering from environmental degradation due to the lack of considering appropriate environmental accounting. This may be having some impact already regarding tourism as it is shown in a paper comparing China's Hubei Province logistics with the ones at the Eastern Costal Province's indicating the great need to improve it and developing a public information sharing platform concerning economic and environmental aspects and policies.

A paper from a team from India suggests an interesting framework and roadmap that may help unleashing innovation across the value chain. This kind of framework may be useful for the case of a diversification strategy at companies that search for the sustainable growth of their sales and profits in markets where products appear, grow in demand and become mature in a progressively faster way. This is the topic of the next paper from Brazil. Finally at this transition time that we live and in the middle of the complex and accelerated dynamics of a globalization process, due particularly to fast advances that are on its way regarding convergence of NBICS Technologies(Nano-Bio-Info-Cognitive-Social), we feel that there is a growing need to consider this process going on at Educational contexts; particularly considering Universal Ethical Principles as a basis for a more human Sharing and Caring Harmonic Society. This is the focus behind the last two papers.

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