



Editorial

As a result of the recent ICIM 2103 we are now able to select papers coming from more countries that before that no doubt will enrich the topics and allow to share and interchange more experiences related innovation in different countries. On the first number of this year , we start with a more conceptual paper from Brazil regarding Critical studies in Organizations; and next we have a paper regarding the stage and strategic ways to improve conditions in Pharmerring countries today fostering open innovation and local R&D to overcome business challenges that hamper their growth in developing countries like China and India. We do also have a few papers concerning education. One concerns implementing a National Higher Education Accelerated Strategic Plan: Vision 2020 to establish Malaysia an international hub of excellence for higher education. At the UTC, in particular they are managing improving Key Performance Indicators that include % of PhD at staff, SCOPUS Journals and Citations and ISI Impact overcoming lack of resources and inertia of the mindset of UTM staff. There is also another interesting paper on Education form Malaysia that deals with using sports as cognitive metaphor for helping students to think deeper regarding business strategy. This kind of approach may be useful for countries like Brazil that in particular this year will be hosting the 2014 FIFA World Cup. And speaking about games there is paper from Finland dealing with everyday more popular Mobile Phone Games, what are the key factors for successful mobile phone games like the Angry Birds. This area has become very popular with startups everywhere and is an area of business growing very fast. There are a couple more of papers dealing with technology like Cloud Computing where large companies like IBM are now investing heavily, and another using RIFD for studying customer's In-store behavior in order to seek ways to increase time stay. Then there is Case study paper from Brazil dealing with Talent Retention Strategies in two different companies one in the electrical energy sector and the other in the pharmaceutical sector. The main conclusion is that Macroeconomic Scenarios on the job market, social influences on employees' career and individual personalities are key issues to consider in Talent Retention Strategies. Finally there is an important paper regarding global corporate responsibilities in relation to today's growing levels of inequality whose theme is the human and social capital dimensions of sustainable development and the focus is their role, responsibility and commitment for reducing socio-economic inequality, poverty and misery on the planet; quite a job to say the least.

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