



EDITORIAL

This second issue is dealing mostly with a variety of worldwide applications of Sustainability. The first one comes from Brazil and deals on how greener' initiatives like Social, Green and Sustainable Marketing has potential to foster a more Conscious Marketing so much needed in today's Excessive and Unsustainable Consumer Society and that actually may become drivers toward The Rise of Conscious Capitalism. Keeping on this idea of a more Sustainable Society next paper comes from Saudi Arabia, and deals with the idea of Product Repurposing that means using creatively a product to serve other purposes and that as Recycling and Upcycling represent contributions that may help to develop a Circular Economy that is now growing in prominence. The next paper comes from Brazil a country that regarding Food Production in the world is just after USA, China and India. Related to Impacts of Food Production next paper tries to find out, through a extensive Bibliometric Study how a Smart Agriculture and the Development of Sustainable Practices and Systems may help to deal with environmental problems that come due to increased greenhouse gas emissions, climate change and degradation of hydrographic resources and soil. As matter of fact Brazilian family farmers are actually the world's 8th largest food producers so is interesting to identify the characteristics and determinants of eco-innovation in SMEs which is the topic of the next paper also from Brazil, although in larger context, that also by reviewing literature, shows that the main barriers seem to be the lack of resources (capital, knowledge, and skills), the focus of short-term management and the difficulty in driving innovation towards sustainability. The next paper deals with an Application of Environmental Management Systems – EMS, based on parameters concerning the ISO 14001 Standard framework, at a large Condominium in Rio de Janeiro Brazil, showing how this may lead in particular, to important savings regarding water and electricity consumption. Burnout is becoming an increasing problem particularly today and in the future due to trends on increasing home office work, so next paper, coming from Wuhan University of Technology – WUT, leads with a survey showing that actually inclusive human resource practices I-HRP have a positive impact on individual innovation behavior, and also homesickness moderates the impact of inclusive human resource practices on innovation behavior. Since Organizational Sustainability is becoming everyday more essential is important to find out how are we doing at Universities to prepare our students for the future; so next paper deals with a study based on a survey with Business Students at a University in Brazil that shows that students are still far away from becoming more aware and involved with Sustainability issues. Now since dealing with Digital Education procedures are becoming everyday more common, particularly thinking on today's transition times, is interesting to find out how Podcast as Innovation in Pedagogical Practices may become common practices for teaching-learning processes, allowing the students to have content available at any time and place and creating an ongoing relationship with education and habit proposals; so next paper also from Brazil deals with this promising approach, thinking that in the future that using AI Health and Educational Systems, processes may even become more personalized.

INDEX

CONSCIOUS MARKETING: SEEDS FOR A NEW MARKETING CONCEPT TO DEAL WITH THE POTENTIAL CONFLICTS BETWEEN CONSUMERISM AND SUSTAINABILITY

Afonso Carlos Braga, Erika Camila Buzo Martins **3-17**

PRODUCT REPURPOSING: TYPOLOGY AND DESIGN CONSIDERATIONS

Mohammed I. M. Ali, Mian Mobeen Shaukat, N. Merah, S. Pashah **18-32**

FOOD SECURITY, SMART AGRICULTURE AND SUSTAINABILITY: THE STATE OF THE ART IN THE SCIENTIFIC FIELD

Caroline Conteratto, Gabrielli do Carmo Martinelli, Letícia de Oliveira **33-43**

AN OVERVIEW OF SUSTAINABLE INNOVATION IN SMALL AND MEDIUM-SIZED ENTERPRISES: LITERATURE REVIEW AND MAIN CHALLENGES

Diego Augusto de Jesus Pacheco **44-60**

ENVIRONMENTAL MANAGEMENT SYSTEM (EMS): A PROPOSAL FOR IMPLEMENTATION IN A LARGE ADMINISTRATOR OF CONDOMINIUMS IN THE STATE OF RIO DE JANEIRO – BRAZIL

Douglas Souza Silva, Luciano Bispo, Luciane Martins, Ana Cláudia Dias, Haydee Silveira **61-75**

INCLUSIVE HUMAN RESOURCE PRACTICE AND INNOVATIVE BEHAVIOR: THE MODERATING EFFECT OF HOMESICKNESS AND EMOTIONAL EXHAUSTION

Lu Qian, Zhao Fuqiang **76-83**

EDUCATION FOR SUSTAINABILITY: RESEARCH FROM THE PERSPECTIVE OF FAP SCHOLARS

Deyverson Ruy Nogueira Da Cruz, Fernanda Mazzaro Mucillo **84-99**

PODCAST AS INNOVATION IN PEDAGOGICAL PRACTICES

João De Paula Neto Martins, Cristiane Xavier Galhardo, Edson Rodrigues da Silva, Vivianni Marques Leite dos Santos **100-112**