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Editor Científico: Arnoldo José de Hoyos Guevara Editor Assistente: Vitória Catarina Dib

Avaliação: Melhores práticas editoriais da ANPAD

EDITORIAL – Arnoldo José de Hoyos Guevara

The first paper deals with a survey done in the Brazilian Cement Industrylseeking to analyse in which way Green Dynamic Capabilities may have an impact on the Green Innovation Peformance (GIP), showing the importance of the integration of internal and external resources. Next paper focus explores the sustainable potential of hydrokinetic turbines in the Amazon region. For this, a prototype hydroelectric power plant that uses a hydrokinetic turbine was developed, and the feasibility of this technology as a renewable energy source for electricity generation was tested. As a result, it was shown that the combination of technologies such as 3D printing, structural and electrical modeling has resulted in a prototype adaptable to local conditions, with the potential to provide clean energy to riverine communities, reducing dependence on non-renewable sources and promoting the sustainable development of the region. Next paper was developed through the application of an online survey with members of business families in Brazil seeking to find confirm, as was expected, a naturally significant and positive relationship between a higher level of socio-emotional wealth (SEW) and the amount allocated to impact investments. Given that Brazil recorded the highest number of natural disasters in 2023, with 1,161 disaster events recorded, 716 of which were associated with hydrological events, such as river overflows, and 445 of geological origin, such as landslides; at the next paper shows the appropriate performance of the municipal government of Veranópolis of the Sate of Rio Grande do Sul that became able to develop a Risk Management Plan (RMP), executed by various social actors, minimizing the impacts generated by the disaster becoming Resilient as well as Mitigating impacts generated by the disaster. Next paper delas with the extent financial sustainability implication and recommendation are cleared for investors; forecast market behavior, financing efficiency, investment diversification, multi corporations and exchange management have make significant investment decision. Further, these finding helps policy makers and regulatory authorities to design appropriate finance strategies for marketeconomic sustainability. The study was based on the behavior of some developed and emerging countries during the last decade using statistical indexes that may help forecasting the financial business market, environmental strategy and impact on sustainable development Goals and the country's economic developments that ended up with financial sustainability implication and recommendation for investors. Moreover, forecast market behavior, financing efficiency, investment diversification, multi corporations and exchange management have make significant investment decision. These findings may help policy makers and regulatory authorities to design appropriate finance strategies for market-economic sustainability.. Next paper, commig from Pakistan, consists on a statistical analyses (OLS) dealing with the extent to which ownership kinds of organizational structure (Managerial, Concentration, Family) in non-financial industries may actually encourages Corporate Social Responsability (CSR). The results seem to indicate in particular that ownership structure can mitigate the market capitalization risk coverage non-financial industries in terms of relationship improving the CSR and particularly that the benefit can emerged with the addition of equal female director in family ownership firms (executive or independent) to the panel. Next paper regards the benefit of integrating Parametric and Non-Parametric Data Analyses in organizations dealing with technology-driven transformations, when aiming to thrive in the global innovation arena. This study highlights in particular the crucial role of Data Envelopment Analyses DEA in assessing innovation efficiency and emphasizes the importance of incorporating nonparametric analysis and regression techniques into strategic decision-making processes to formulate effective innovation policies. In this way this this shows that DEA may serve as a robust framework for evaluating innovation efficiency, helping countries optimize their innovation processes by scrutinizing resource utilization and identifying areas for

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improvement. Next paper deals with a study of the financial system in the US and in particular on the factors that may an impact on the Betting Against Beta (BAB) anomalies using OLS regression that end up showing that High Minus Low (HML), Investor Sentiments (IS), and Momentum (MOM) have a significant positive impact on the BAB anomaly, while interest rate (IR), market return in excess of T-bills MKT, and USA stock trading volume (USV) have a significant but negative impact. Next paper delas with a conceptual model to analyze the diffusion and adoption of eco-innovative cosmetics by consumers. In the model, the constructs of pro-environmental behavior and socioeconomic context were proposed as mediators of the relationship between the diffusion and adoption of cosmetic eco-innovations. Finally, last three papers come from Brazil. The first one delas is related to the ways the social experience of love has being changing in today's world; in particular due to new relationship technologies such as a variety of social networks. Next ones deal with Circular Systems, following somehow the way Nature Organize itself. The first one, aiming to understand how circular connections may be contributing to the sustainable development of supply chains in the state of Santa Catarina in Brazil. A systematic review was conducted that ended up identifying 22 aspects related to the concept of the circular economy distributed across the 9 main segments of the industry in Santa Catarina. The last paper now focusses in particular on Circular Cities (Urban Contexts), and for this purpose two important cities were selected as good examples of the process: Amsterdam and Paris. The study presents the general concepts of the Circular Economy and its application in urban contexts. Amsterdam and Paris being were able to provide subsidies, in the context of Strategic Planning and Platforms, that may help realizing ecological ideals in the urban context. Hope it works for all.

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