





improvement. Next paper deals with a study of the financial system in the US and in particular on the factors that may have 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 deals 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 deals with the ways the social experience of love has been 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 focuses 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 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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