

## PRESENTATION

Dear readers,

This 2017 first edition of RAM – Revista de Administração Mackenzie (Mackenzie Management Review) presents seven articles evolving subjects, such as leadership, comics as a teaching strategy, informal learning, femininity in high fashion blogs, financial alternatives to enable distributed microgeneration projects with photovoltaic solar power, payroll loans, and absorptive capacity.

José Ricardo de Paula Xavier Vilela and Antonio Carvalho Neto prepared the article “Is leadership an ideology? A research project inspired by T. W. Adorno”, based on the assumption that leadership is a social construction driven by interests. The methodological procedures were inspired by those used by T. W. Adorno in F scale production, which was oriented to identify contradictions, opposing views and unusual aspects not usually found in general literature on this subject. The results allow a deconstruction of some of the speeches involving aspects usually presented as characterizing this construct and suggests new research ways to seek the understanding of this object.

“The comics as teaching strategy in learning of students in an undergraduate management program” elaborated by Anielson Barbosa da Silva, Gabriela Tavares dos Santos, and Ana Carolina Kruta de Araújo Bispo, brings a theoretical-practical contribution to education in management. It describes the steps for the use of a strategy involving the use of comics as a teaching tool by the professor in the classroom and promotes the researcher’s reflections on innovative teaching strategies for education in management in Brazil. The results obtained indicate that using the presentation of comics as a teaching strategy can enhance competence development and assist in the development of innovation and flexibility. Also, it can help students develop a critical sense, it establishes relationships between events and managerial situations, and it encourages the exchange of experiences, assisting in decision-making and allowing students to represent a professional situation based on theoretical precepts.

Antonella Donato, Helga Cristina Hedler, and Francisco Antonio Coelho Junior describe the “Informal learning exercise for TIC professionals: a study at the Superior Military Court”, discussing their importance for professional development and labor skills related to the maximization of results of human performance. Five categories of informal learning were identified: interpersonal relationships, work practices, sharing knowledge, unsystematic training, and autonomy. Informal learning depends on 1. interpersonal relationships, 2. the plan for work practices, 3. sharing the knowledge, 4. autodidacticism. Some factors were considered facilitators and/or inhibitors and favorable and/or unfavorable to informal learning.

“The Multiplicity of facets of contemporary femininity in high fashion blogs” is the article prepared by Rafael Fernandes de Mesquita, Fátima Regina Ney Matos, Augusto Marcos Carvalho de Sena, and Kátia Cristina Tofoli Leite. The purpose was to analyze the makeup of contemporary femininities through in-depth research into how a group of assiduous readers of high fashion blogs produces meanings about themselves and the social relationships in which they are involved. The study advances the understanding of how social relationships are complex complexions and blogs, tools of virtual publication of the content of daily activities of their idealizers in new spaces influencing the construction of the subjectivity of individuals or even understanding them as contemporary forms of organization.

Francisco Ivanhoel Aguiar de Carvalho, Mônica Cavalcanti Sá de Abreu, and Jocildo Figueiredo Correia Neto prepared the article “Financial alternatives to enable distributed microgeneration projects with photovoltaic solar power”. Its objective was to explore financial alternatives to implement PV power generation projects based on the normative resolution 482/2012 of the Brazilian Electricity Regulatory Agency (Agência Nacional de Energia Elétrica – Aneel). The study showed the need of flexibilization of the Brazilian regulatory model, with changes that enable the expansion of renewable energy offers, and positive economic outcomes for tariff affordability. Tariff benefits from distributed microgeneration can positively reflect on captive customers, considering that investment risks are reduced.

Aiming at identifying the relationship between the granting of payroll loans and macroeconomic aggregates, through an analysis of the influence of this type of credit on the aggregate economic activity in Brazil, Aline Beatriz Schuh, Daniel Arruda Coronel, and Reisoli Bender Filho prepared the article “Payroll loans and its relationship with the aggregate economic activity (2004-2014)”. A quantitative approach was used through the estimation of the Vector Error Correction Model (VECM), which enabled the calculation of impulse response functions, the variance decomposition, and

the Granger causality test. The results indicate that the granting of payroll loans causes an increase on macroeconomic aggregates in the short term, but over longer periods of time this increase tends to be eliminated.

Gloria Charão Ferreira and João José Matos Ferreira elaborated the article “Absorptive capacity: an analysis in the context of the Brazilian family firms”. The purpose is to analyze the capacity of family firms to absorb relevant information from their surrounding environments and incorporate it in their innovative activities. The sample consists of 241 family firms. The SmartPLS software is used for structural equation modeling. The results show that Acap is an important predictor of family firms innovation performance. Contrary to expectation, the involvement of several generations in the management of family firms is not a significant moderator between Acap and innovation performance.

Have a pleasant reading,

Silvio Popadiuk

Post-doctor from the University of Toronto.

Doctor and Master in Business Administration by Faculdade de Economia, Administração e Contabilidade from the Universidade de São Paulo (FEA-USP).

Professor at Universidade Presbiteriana Mackenzie (UPM),  
and Academic Editor of *Revista de Administração Mackenzie*.

Rua da Consolação, 930, Prédio T, térreo, Consolação,  
São Paulo – SP – Brasil – CEP 01302-907

*E-mail:* silvio.popadiuk@mackenzie.br