



Dear readers,

This issue presents eight papers covering green products, sharing economy, value co-creation, job satisfaction, micro-credit, internal migration theory, organizational learning, and collective competencies.

“Green products: a cross-cultural study of attitude, intention and purchase behavior” is a paper prepared by Sofia Batista Ferraz, Cláudia Buhamra Abreu Romero, Michel Laroche, and Andres Rodriguez Veloso. The paper aims to investigate if a difference is found between students of two different universities. It provides an analysis of the attitudes, intentions, and behavior of Brazilian and Canadian university students regarding the purchase of green products. Data analysis was conducted using confirmatory factor analysis and structural equation modeling. The results show that Canadian students are willing to pay more for green products, and abdicate higher quality products in order to favor the environment, more so than Brazilian students. The research might contribute to education in the field of business and help managers seeking acceptance of green products in the marketplace.

“A proposal for a typology of sharing economy”, is a paper prepared by Maira Petrini, Cássio Stedetn de Freitas, and Lisilene Mello da Silveira involves collaborative consumption and sharing economy. Its theme has wide definitions with no clear establishment of boundaries between them. Part of that definition gap may occur because of the recent emergence of literature on sharing economy. From the review of the literature, 11 characteristics that describe the theme were identified. In the light of those characteristics, 72 collaborative consumption websites were analyzed as representatives of the 24 collaborative consumption categories proposed by Botsman and Rogers (2010). Three archetypes were identified: 1. New business models represent the new players based on technological platforms, which are the core business of the company, and generate income

by charging service fees; 2. Redesigned businesses are traditional market models redesigned to present time and price advantages to the consumer; 3. Sharing by ideal is the archetype that best represents alternative models of sustainable consumption.

Hellen Claudia Donato, Milton Carlos Farina, Denis Donaire, and Isabel Cristina dos Santos elaborated the paper “Value co-creation and social network analysis on a network engagement platform” in which the study identifies value co-creation resulting from the influence of relationships using the DART Model on an engagement platform in a specific network of companies in the Great ABC Region (São Paulo, Brazil), which does not allow competition. Only one company by activity sector and contemplating different business segments with the objective of mutual benefit. The research is a descriptive case study of a network referred to as co-creative. The data were obtained from centrality and density metrics, from the social network analysis (SNA), along with information obtained from document analysis, non-participant observation technique, and interviews with network components.

Alicia Omar, Solana Salessi, and Florencia Urteaga present the paper “Impact of management practices on job satisfaction”. The main objective was to evaluate the effect of five human resource management practices oriented to results, employees, rigid systems, permanent recruitment of new markets, and to open systems on the job satisfaction of employees, and to analyze whether perceptions of organizational justice act as mediators in such relationships. A quantitative and transversal study, framed within the guidelines of the associative-explanatory strategy, was carried out. A theoretical model was proposed and tested through structural equations, with confirmatory modeling strategy. Empirical verification was performed with a sample of 557 Argentinean employees, who completed the scales of HRMP (25 items); Generic Work Satisfaction (7 items), and Organizational Justice (20 items).

“Achieving family farmers’ demands for microcredit through credit unions – a framework for discussion”, by Tania Pereira Christopoulos and Lauro Gonzalez, sets out to analyze a model of credit union that allows for the meeting of micro-credit demands of family farmers in a responsible way, identifying the real needs of clients and promoting financial access. Through secondary data and interviews with decision makers and credit union members, the authors studied the case of Cresol Baser, a large credit union in Brazil. The three main dimensions in the model of inclusive micro-finance – conditions, proximity, and access – were integrated in order to promote

a dynamic that respects the assumption of responsible financial inclusion with regards to design, offer and access to products and services related to microfinance.

The originality of the paper “Application of the internal migration theory in corporate governance”, by Marcela do Carmo Silva, Osvaldo Luiz Gonçalves Quelhas, Carlos Francisco Simões Gomes, and Maria de Lurdes Costa Domingos, lies in the geographically recognized Internal Migration Theory, which is also recognized within the anthropological-organizational context by an organizational culture in which moral harassment leads to constant movements of new servers in the probationary stage. The results suggest the Internal Migration Theory can be included in corporate governance regarding the public servant request in the probationary stage movement. The creation of the probation evaluation committee for the incoming public servant has created transparency in bullying and server movement, contributing to corporate governance.

“Organizational learning, practices of diversity, and ceremonialism: a study proposal in the context of multinationals” was elaborated by Paula Suemi Souza Kuabara and Adriana Roseli Wünsch Takahashi. The aim of this essay is to articulate the categories of organizational learning, diversity of practice, and ceremonialism in the context of multinational companies. This work contributes to the construction of a research model with a proposal for studies of organizational learning, diversity practices, and ceremonialism in the context of multinational companies. The authors consider that learning studies based on practice in complex contexts such as multinational companies need to consider the relationship between headquarters and subsidiaries through a specific research model that also includes categories that intervene in the process.

Kelly Weires Rodrigues Soares Avelino, Denise Medeiros Ribeiro Salles, and Isabel de Sá Affonso da Costa are the authors of “Collective competencies and strategic people management: a study carried out in federal public organizations”. The paper aimed to identify whether public organizations that adopt the competency-based management model consider the collective component of competencies in their management practices.

The research was carried out in three federal public organizations. Evidence was collected from documentary analysis and semi-structured interviews with ten employees from the respective personnel management areas. The analysis of the results revealed that the focus on individual competencies and disregard for the collective ones tend to prevail in

institutional management practices, despite the fact that they undertake actions that could contribute to the development of attributes and/or sources of creation of collective competencies.

Enjoy the reading,  
Silvio Popadiuk  
Editor-in-chief