

Editorial

There is some good news to report to the academic community in this third edition of 2007. In an evaluation conducted by the QUALIS/CAPES System of the Education Ministry in August of this year, the Brazilian Administration Review was classified as an International Level B periodical. Therefore, in only three years since its creation, the BAR has already attained a reasonable classification level, as each article published would obtain sixteen points in the recognized QUALIS/CAPES evaluation system.

In this third four-monthly edition of the BAR, five texts are made available to our readers and collaborators. In the first article, Alexandre de Pádua Carrieri and Alfredo Rodrigues Leite da Silva carry out a case study into a Brazilian telecommunications company to examine the discourse configurations on the environmental theme in business organizations and its relevance to the understanding of the inclusion of ecological discourses in the discourses of organizational members. To follow, José Roberto Gomes da Silva and Ursula Wetzel have conducted a study in eight organizations trying to observe how individual participants interpret contextual events and configure their notion of time in the process of sense making in changing organizations. In the third text, Peter Fernandes Wanke, Paulo Fernando Fleury and Maria Fernanda Hijjar evaluate the impact of the logistics sophistication of Brazilian shippers on the acquisition pattern of 3PL (third-party logistics) service providers concluding that the most sophisticated shippers seek 3PL service providers capable of managing logistics trade-offs such as inventory levels vs. asset utilization levels. In the fourth article, Valter A. Vieira and Claudio Damacena seek to identify the variables that discriminate loyalty groups in the area of marketing management through the testing of seven hypotheses which might have an impact upon them. In the fifth and final text, Claudio Vaz Torres and Amalia Raquel Pérez-Nebra have carried out a study to observe which implications cultural differences had on holiday destination choice by using a conceptual framework of how consumers' choice of services may be influenced by the human values that they endorse.

We hope you all find these articles interesting and enjoy this edition.

Clóvis L. Machado-da-Silva
Chief Editor