

EDITORIAL

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MARIA JOSÉ TONELLI
Editora-chefe



FELIPE ZAMBALDI
Editor-adjunto

RESEARCH INTEGRATION IN LATIN AMERICA

The Red Pilares Congress (2018), held in September this year in Chile, impressed us by demonstrating that several Latin American countries are engaged in projects and research in the field of organizational studies. The articulation between countries of the same regional block such as the European Union has contributed to strengthening research through cross-fertilization originating from these research networks. Moreover, it has allowed these countries to benefit from scientific knowledge in terms of development of public policies. Chaimovich (2008), of the InterAmerican Network of Academies of Sciences (IANAS), emphasizes that network strengthening is fundamental for reducing poverty and unemployment in Latin America. Chaimovich (2008) states that without science, governments would have nothing to rely on for sustainable development and transfer of technology to society (Schwartzaman, 2008). Although Latin America has suffered delays in its internationalization, science in the region must translate into benefits for society (Balán, 2008). Several graduate programs in various areas have been exchanging knowledge for decades, but there is still a long way to go before achieving the full benefit that further integration could generate. In 2016, Brazil held the IANAS congress in Rio de Janeiro, but we did not identify the participation of works of the Applied Social Sciences. Although IANAS focuses on the fields of Medical and Natural Sciences, it “aims to strengthen science and technology in order to advance research, development, and equity in the Americas” (IV Congress, 2018), a goal that makes sense for all fields of knowledge, including Business Administration, Accounting, and Tourism.

Fields of Business Administration, including Organizational Studies, Marketing, and Strategy, have played their part. The Red Pilares in 2018, the Latin American and European Meeting on Organization Studies (LAEMOS, 2018), the Association for Consumer Research (ACR) Latin American Conference and Strategic Management in Latin America (SMLA) in 2017 contributed to the approximation of the countries. The Business Association of Latin American Studies (BALAS), the Consejo Latinoamericano de Escuelas de Administración (CLADEA) and the Ibero American Academy of Management have also made efforts to promote this integration. We also note the importance of a Forum addressing this subject organized by RAE, “Estudios organizacionales en América Latina: Desafíos y posibilidades.” Given that countries in America Latina face similar problems, they could benefit even more from knowledge generated in joint research projects between graduate programs, exchanges of researchers, and students, in both basic and applied research. In this spirit, RAE publishes papers in Spanish, so that we can strengthen ties between us.

The latest edition of 2018 is composed of the following papers: “Blindness to sponsor: Application to sports event posters” by Manuel Alonso dos Santos, Ferran Calabuig Moreno, and Manuel Jesús Sánchez-Franco; “New trends in corporate reporting: Information on carbon footprint in Spain” by Carmen Raquel Córdova, Ana Zorio-Grima, and María García-Benau; “Diversity of the board

and capital structure” by Edelcio Koitiro Nisiyama and Wilson Toshiro Nakamura; and “The importance of brand attachment for adherence to causes of corporate social responsibility” by Annaysa Salvador Muniz Kamiya, José Mauro da Costa Hernandez, Agnne Karoline S. Xavier, and Débora Beserra Ramos.

This issue concludes with the essay “Corporate group decisions: A behavioral approach” by Lucas Ayres Barreira de Campos Barros; reviews of the books “*O ardil da flexibilidade: Os trabalhadores e a teoria do valor*” by Sadi Dal Rosso, written by Maiara Marinho; and “*Coaching: O exercício da liderança*”, by Marshall Goldsmith, Laurence Lyons, and Sara McArthur, written by Danielle Marques dos Ramos Monteiro; the book recommendations “Sociological analysis of discourse and discussion group: Practices in the Spanish tradition of qualitative research” by Christiane Kleinübing Godoi; and “Narcissism and firm performance” by Karen Kristina Ayala de Carvalho.

Happy holidays!

Maria José Tonelli¹ | ORCID: 0000-0002-6585-1493

Felipe Zambaldi¹ | ORCID: 0000-0002-5378-6444

¹Fundação Getúlio Vargas
Escola de Administração de Empresas de São Paulo,
São Paulo, SP, Brazil

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