

## **EDITORIAL**

We are pleased to present Future's new edition, the first of 2012. This number highlights five articles that address the future studies theme, including a discussion as to different methods of prospection and preparing scenarios, forecasting technologies and their impacts. The methods and techniques herein presented were applied to different segments, generating relevant results for both the academy, in as much as theory consolidation or improvement is concerned, and for decision makers at public or private institutions. Three other interesting articles address the theme of strategy and internationalization.

Authors Ana Paula Barbosa and Wilian Gatti Junior disclose prospective scenario studies pertaining to the sugar cane segment. Four scenarios portraying technological advance and market development perspectives were prepared and discussed. Bio-energy, engine technology, new conversion and sugar cane use technologies are some of the variables that permeate the scenarios.

The sugar cane segment is likewise targeted by Luciana Oranges Cezarino and Lara Bartocci Liboni's analysis, who nevertheless approach the theme from a socio-environmental perspective. An exploratory analysis is conducted, identifying this industry's impacts on both society and the environment. Public policies also arise as active forces in the segment and play a significant role in the scenario.

Gilberto Sarfati employed the scenario methodology to study the effect of entrepreneurial public policies in Canada, Chile and in Italy. For each country, four scenarios are developed comprising critical political, economic and technological development integration uncertainties. Each scenario is built based on the public policies pursued at each of these countries.

Michel Haddad uses quantitative methods to coin a predictive model concerning the Actual-Selic rate, so as to testify the feasibility of performing forecasts as to the same's variations in the short term. The most relevant macroeconomic variables which impact the referred index are detailed, such as price variations of agricultural and power commodities, national industrial production level, exchange rate and public sector net debt.

Another article of this edition which addresses the future was written by Daniela Dagoni and Felipe Ribeiro, who conducted surveys as to the future

expectations and alternatives of executive work. Major conclusions drawn by the researchers include that whereby executive work shall be subject to profound alterations in the near future, highlighting as most relevant difference the flexing of hours and sites.

In the sphere of strategy and internationalization themes, Ailton Conde Jussani, Daniela Dutra da Costa, Eduardo Pinheiro Gondim de Vasconcellos and Roberto Sbragia introduce a study pertaining to the stage of identification of external sources of technological information at a red ceramics industry. Initially, a comprehensive revision of strategy, management and technological sources literature was conducted and subsequently, a case study was applied to an industry in the State of Piauí, presenting surprising results.

Allan Barbosa and Leandro Cintra pose to discuss the interfaces and articulations between innovation, competencies and performance constructs, taking their influence and operational feasibility within the organizational context, into account. This discussion thrives in an environment which announces and signals intense innovation in the quest for sustainable competitive advantage.

Finally, Grace Keeney seeks to determine the methodological feasibility employed by Hadley *et al.* to predict the resulting effects of “involvement” and “insertion” of a South-South collaboration in the field of drug patents. Findings support the propositions that collaborations with high levels of involvement are positively associated with the acquisition of differentiated resources, with the generation of knowledge and with an increase in influence.

Enjoy!

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