
Editorial

Dear academic community,

Already in the twilight of another year of intense challenges, solid learning and expectations of more promising times, we are honored and pleased to offer you another edition of Journal of Management & Technology. This is volume 19, number 5.

In 2019, we published four regular publications and one extraordinary edition, with only articles from other countries, cultures and realities. Thus, the progressive evolution of our journal towards international contributions is remarkable. It is for this purpose and in this context that we intend to contribute to the integration of scientific production, interacting with other themes, methods, environments and researchers, whether they are scholars or practitioners. In addition, this attitude will contribute to the diversification of the origin of submitting authors and reviewers for the articles that are candidates for publication.

In this issue we present articles from various Iranian authors from various institutions, and nearly half of the journal's publications are written in English. This orientation has positively and significantly impacted the journal's international performance in terms of access and downloads.

As we always do, we present the publications to the reader, grouped by thematic areas, defined by the profile of the submissions in each edited volume. Thus, in this volume the publications are classified into six groups, four referring to articles, one to technical reports and one to an academic essay.

In the first group, with publications in the Marketing area, are the contributions: "Investigation of brand familiarity and brand recognition and their relationship with loyalty, repurchase intention, and brand recommendation with mediating role of brand reputation (Case Study: Esteghlal Hotel)", "The Impact of Marketing Intelligence and Business Intelligence on Acquiring Competitive Advantages" and "Store equity: test of the theoretical model in a retail sale". In the second group, the contributions to production on the subject of Economics and Finance are the articles: "Cost dynamics of an educational institution: model, internal inflation calculation and simulations", "Investigation in Relationship between Free Cash Flow (FCF) Theory" and Overinvestment and Role of Mechanism of Corporate Governance in Iranian Capital Market", and "Economic price determination of technological products for market entry considering the concept of uncertainty". In the group here called Strategy, the contributions are offered: "Identifying Factors of Fitness between Business Model and Entrepreneurial Opportunity for Effective Opportunity Exploitation" and "Co-branding Strategies: Case Study Solidarity State of Minas Gerais".

In the Innovation and Management of Information and Knowledge group we present the articles: "Analysis of scientific publications in the field of biodiesel in high impact factor journals", "The holistic knowledge management: adherence analysis of Futami model" "Innovation in subsidiaries of multinational companies and the influence of the parent company - a multiple case study" and "Integration of ERP management systems to contribute to enterprise knowledge management.

As technical reports, the following are published: "Need for Compliance Structure in Financial Institutions" and "The Relationship of Lean Manufacturing Practices and Operational Performance: A Study in the Auto Parts Industry".

As a way to broaden the investigative frontiers, the reader is also presented with the academic essay: “Theoretical approaches to open government data”.

Thus, with these contributions to the literature, we express our thanks to all authors, reviewers, readers and especially to FPL Educacional. Awaiting contributions in the form of article submissions, serious evaluations consistent with the purposes of this journal, referrals from her to her students and friends, as well as contributory criticism, I renew my wishes for good reading and for good reflections.

José Edson Lara, PhD - Editor in Chief