
Editorial

We live turbulent, dense and curious days. It would be the “New Normal”? A myriad of events surprise us and present us with new nuances at every moment. This scenario poses intense challenges to all possible scenarios, notably scientific, technological, economic, political and social. In all of them, knowledge, in its organization and systematization stands out, with changing, turbulent and challenging values, puzzles and morphologies, both for production and for its dissemination. As an example, the coronavirus phenomenon has been presented as an investigable theme in almost all fields of scientific, technological, intuitive knowledge, or even the mere dissemination of non-analytical data.

Among the many analytical possibilities of this scenario, it is possible to distinguish two.

The first is the deep and accelerated orientation that the development of knowledge drives towards the detection and measurement of the most diverse types of occurrences, in all senses. In this context, there is a theme for all types of observation, description, discrimination and scientific or technical validation. Thus, it is up to the disclosure to be competent and structured to provide the adjustments of your productions to the formats of the intended disclosures. The structuring, regulation and standardization of disclosures, in line with the turbulence in the production of knowledge, has intensely evolved in the direction of meeting the international parameters recommended by increasingly robust bases.

The second can be conceived in the dictates of the growing paradigm of Scarcity versus Abundance. In the logic of scarcity, a pessimistic, restrictive, critical, cautious and more insecure predisposition tends to dominate exploratory, emerging and often intuitive disclosure, also being characterized as euristic and stochastic, dominated by events to a certain extent random. Possibly more like basic research. In the context of Abundance, although characteristics and attributes that are also Euristic and Stochastic are kept, it is oriented more towards possibilities than restrictions, and is probably closer to theoretical saturation, therefore, to applied research. Even in validation studies, guidance is more purposeful and determined to redefine objective trajectories.

In both, the orientation towards monitoring and critical surveillance are the essential elements for the advancement of knowledge.

This context determines and guides the guidelines specific to a journal, whose guidance is established in its title: *Journal of Management and Technology*. Consistent with the purposes and processes of this journal, the submitting authors, as well as the evaluators, have been striving to assimilate this mindset: to be a journal that publishes productions that challenge the status quo of knowledge in the management area, with contributory propositions to the evolution of the most diverse environments.

In this edition, Volume 20, Number 3, we offer the academic community a list of articles and technical reports, as always very diverse in themes and origins. According to established procedures, we divided the themes by dominant areas of the various articles, which can be performed only for the convenience of this edition. In the field here called Operations and Logistics, the articles are presented: “Application of recurrent and deep neural networks in classification tasks”, “The use of systems dynamics for comparative between rail and road models for the transport of solid urban waste”, and “Analysis of the relationship between physical infrastructure and networks of inter-business relationships in Brazilian technology parks”.

In the second segment are the articles: Public and Social Management, with the contribution: “Opinion mining framework applied to a social networks data for small and medium enterprises”. In Finance come together: “Analysis of the correlation between the companies' investment in research, development and profitability, and the countries' competitiveness and innovation capability”, “Innovative organization dimensions and the adoption of modern management accounting practices” and “The influence of ownership concentration and export in a performance factor of publicly traded companies of B3”. In the field of Marketing, Strategy and Projects the articles are: “Unveiling the Core Competencies of the Successful Project Manager through the Application of Multiobjective Genetic Algorithm”, “Can it be a generic?: A study on the buying behavior of Brazilian consumers medication”.

The published technical reports are: “Tools and techniques to mitigate communications failures in IoT (Internet of Things) projects in smart irrigation in 'Sustainable Farming’” and “Impacts of Lean Manufacturing Deployment: A Study in a Large Logistics Operator”.

The Journal of Management & Technology, for this Editorial, expresses its satisfaction and honor in presenting to the scientific communities of the most diverse parts of the world, substantial, robust, consistent, important and opportune contributions of researchers to the evolution of knowledge in critical foundations of management science. These are articles that effectively challenge the status quo of each frontier addressed, in the dimensions of theories and methodologies. In this sense, we would like to thank the authors who believed in the purposes of this journal, submitting their articles in accordance with the criteria and publication processes. Thus, with these contributions to the academic literature, we express our thanks to all authors, readers and, especially, to FPL Educacional. Awaiting contributions in the form of article submissions, serious evaluations and consistent with the purposes of this journal, referrals to her students and friends, as well as contributory criticism, I renew my wishes for good reading and great reflections.

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