

EDITORIAL

We are pleased to present the new edition of Future. In this issue we highlight five articles that approach the subject of future studies, with a discussion on different methods of exploiting and developing scenarios, technological forecasting and its impacts. The methods and techniques presented have been applied to different sectors, generating significant results for both the Academy, in order to consolidate or improve the theories, and to decision makers. Three other interesting articles deal with the issue of international strategy and entrepreneurship.

The authors, Antonio Lourenço Junior, Luiz Claudio V. de Oliveira and Zélia M. Kilimnik present an analysis of the potential of an experimental model of scenario planning to mobilize, motivate and add content to organizational decision making. We have analyzed two models already established of scenario planning, which served as reference for proposing and implementing an experimental model to two cases. The results confirmed the efficiency of the model to support decision making in the competitive environment and the promotion of collective learning during the development of the work.

Carlos Tadao Kawamoto estimates the projection of the home broker tool in serving individual customers in the Brazilian stock market. Estimations were performed with three different models: Linear, Fisher-Pry and Gompertz and the three projections have been mutually compared, and the results showed that the projection by Fisher-Pry model is the most adherent to the data, indicating that by the end of 2012 about 84% of individuals who trade on the stock exchange will execute their orders through the Home Broker.

Nelson D. Yoshida presents a study on technology forecasting using bibliometric analysis, a technique that has been developed and encouraged by the current availability of databases, especially those available on the Internet. A bibliographic search and an application with a focus on environmental technology of acclimation via geothermal heat pumps are made, as the aim of technological exploitation.

The aim of the paper presented by Cristina Tosta Santos, Felipe Favaro and Virginia Parente is to analyze the technological impact of Flex Fuel cars and estimate ethanol consumption and corresponding participation in the Brazilian energy matrix in 2014, using the Fisher-Pry methodology.

In addition, a prediction of future demand for ethanol has been performed with the Gompertz technique. Results indicate that ethanol will represent approximately 43.9% of all fuel sold by distributors by the end of 2014, with a consequent increase of Flex Fuel cars.

Good reading!

James Terence Coulter Wright

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