

## **EDITORIAL**

This edition of the Future Journal offers an interesting combination of themes concerning the future, international strategy and innovation. The articles on future studies and scenarios demonstrate how the precise application of prediction models positively impacts corporate management and results, particularly at times of crisis. Articles on international strategy explore the many challenges and opportunities for organizational process improvement in the course of international engagements. The theme innovation is present in articles concerning R&D strategic management and the management of knowledge, at Brazilian incubators. Have a pleasant time reading kindling perspectives!

João Bosco and Alessandra da Ávila Montini propose an interesting application of the ARX model for predictions concerning the residential consumption of electrical power in Brazil, by modelling the electrical power demand function according to an economic theory based multiplying model, that includes four explanatory variables: residential electrical power tariffs, average actual income of economically active people, home appliance inflation index and energy consumption.

The author Ailton Conde Jussani presents an overview of strategies including a comparative theoretical analysis of Kim and Mauborgne's blue ocean approach, Ansoff's matrix, Porter's generic strategies and the Hax & Wilde delta model, so as to identify leading similarities and discuss typologies for the formulation of strategies.

José Luiz Barros Fernandes, Ivan Rocha Neto, Paulo Roberto Corrêa Leão and Adan Kenedy Nunes Xavier investigate the potential utility of the scenario methodology for a sample set of financial institutions with shares on the Brazilian stock exchange market. The study considers the year 2008 a landmark - a period pictured as one of the worst economic scenarios since the great 1929 depression - and results encountered suggest there is a positive relation between the quality of the scenario generation process and the institution's financial results.

The research presented by Marta S. Lombardi, Caio Eduardo Bertoni, Guilherme I. Nozawa, Leandro Augustto Grandi and Thiago Bellato poses to explore the relationship between the manager's perception of uncertainty and the operational performance of the Brazilian industry, focusing on the period between 2007 and 2009, results demonstrating that both constructs have equivalent movements during the course of the timeframe, with a positive correlation.

Cassia Rita P. da Veiga, Claudimar P. da Veiga and Luiz Carlos Duclós introduce a case study with views to defining the quantitative model of greater accuracy level demand forecasting and the influence of accuracy in demand forecasting on the organization's financial performance. Results are very interesting, demonstrating that the application of adequate prediction models can substantially increase corporate revenues.

The study prepared by Mihail de Pieri Mirica and Noboiuki Costa Ito proposes to suggest alternative paths for managers to conduct R&D activities under the exploit/explore paradox. To this effect, the authors conducted a theoretical analysis of the exploit/explore paradox so as to thereafter indicate modalities whereby managers might better deal with the contradictions that arise from the mentioned paradox with views to obtaining improved R&D results.

Eva Stal, Vanderlei José Sereia and Ricardo Cesso da Silva analyse internationalization strategies of the four largest Brazilian companies of the meat agribusiness segment, taking the country's and corporate comparative and competitive advantages into account. Inviting results demonstrate that exports still predominate and that the Economic Development Index was, at first, a reactive strategy to sanitary barriers on Brazilian produce. However, acquisitions of companies at restriction free countries have increased as a prospective strategy to enter new markets and strengthen trade marks.

Emerson Antonio Maccari, Cinthia Maria A. Alonso, Tony Hideki Tanaka and Ariovaldo M. da Quinta Junior conducted an industrial research in the field of bathroom apparel, with views to mapping the internationalization process in the development of operations at another country. In terms of results, the authors identified that the internationalization process of the company was characterized by a dynamic learning model and that there are opportunities for improvements in the Competitive Intelligence process so as to systemize the search and interpretation of information deriving from the market the company seeks to address.

Ilse Maria Beuren and Fabiano Maury Raupp presented a quantitative research with the purpose of analysing knowledge management at Brazilian incubators which are members of the National Association of Entities Promoting Innovative Enterprises (ANPROTEC). The authors conducted a descriptive survey type study with 163 associates whose replies indicate the concern with generating, promoting and primarily sharing knowledge at the investigated incubators.

Enjoy!

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