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DESCRIPTION

RAUSP — Management Journal is a quarterly publication organized by the Business department of the University of Sao Paulo (Brazil). It is a generalist, academic journal covering all fields of management including: Entrepreneurship; Education, Strategy and Business Economics; Governance Studies; Finance and Accounting; Environmental Management; Public Management; Technology Management; Marketing; Quality and Productivity; Human Resources and Organizations; and Information Technology.

It is ranked among the best Brazilian journals in Business and Management (Qualis-Capes Brazil). RAUSP is dedicated to the dissemination of research and ideas that add value to the work of scholars and practitioners in the field of Management, a mission it has been fulfilling for more than 30 years. It publishes articles selected on the basis of originality, quality and creativity.

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INTRODUCTION

RAUSP - Management Journal is a quarterly publication organized by the Business department of the University of Sao Paulo (Brazil). It is a generalist, academic journal covering all fields of management including: Entrepreneurship; Education, Strategy and Business Economics; Governance Studies; Finance and Accounting; Environmental Management; Public Management; Technology Management; Marketing; Quality and Productivity; Human Resources and Organizations; and Information Technology.

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