

Editorial

Dear readers' of RAI,

It is such a huge honour to introduce to you to our first RAI of 2016, published through Elsevier. This is a historical issue: after twelve years published in Portuguese language we decided to publish the journal in English language. This initiative is part of the internationalization strategy of the Business Administration Department of USP - University of São Paulo. The University of São Paulo has been consistently ranked as the best University in Latin America (e.g. Times Higher Education Ranking, 2015) and its undergraduate and graduate programs in Business Administration are also ranked as one the best in the region. The strategic challenge now is to increase USP's reputation beyond Latin America borders and publishing RAI in English is part of this objective. Doing that we do expect positioning RAI as a top journal in the field of innovation management in the coming years and also give the authors in the Latin American region and around the world an additional channel to have their academic work accessible worldwide. Publishing this journal in English through Elsevier's partnership is an achievement that was possible due to the work of several people and institutions and we want to thank some of them. First, we want to thank Professor Milton Campanário, that was the Editor during most of the first twelve years of RAI. His vision and entrepreneurial competence made possible we to come to this turning point in the journal history. We also want to take the opportunity to thank the PGT – USP (Programa de Gestão da Inovação e da Tecnologia) through its Scientific Director, Professor Guilherme Ary Plonski. PGT-USP provided the necessary support for the journal overcome important challenges. It is very important to thank and recognize the role of Professor Roberto Sbragia, Head of the Business Administration Department of USP, that leaded the team and made the agreement with Elsevier possible. We also want to thank to Tatiane do Céu Silveira Santos, that has been working as the Editor-in-Chief's Assistant since 2009.

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In this volume we have one paper that came from the XVIII SEMEAD Conference, held at the FEA – USP (Faculty of Economics, Business and Accounting – University of São Paulo) Campus in November 2015 and 7 papers which came from the 2016 AIB-LAT Conference (Academy of International Business – Latin American Chapter), that was also held at the FEA – USP Campus last February. The first four articles deal with the association of the institutional innovation: two about innovation and information technology; one that discusses the co-operative innovation in universities, and the last, but not the least, is about having a model of technological capabilities in some technological places.

Therefore, about the first theme – innovation and institutions – that we expose above we have the following papers: “Electric Vehicles in China: BYD Strategies and Government Subsidies” by Gilmar Masiero, Mario Henrique Ogasavara, Ailton Conde Jussani, Marcelo Luiz Risso; “Countervailing Institutional Forces that Shape Internationalization of Science: An Analysis of Brazil's Science without Borders Program” by Ron Martin Rivas and Shawn Mullet; “A preliminary analysis of Inovar Auto Impact on the Brazilian automotive industry R & D activity” by Adriana Marotti de Mello, Roberto Marx, Flavia Gutierrez Motta; and “Why Brazil Doesn't Innovate: A Comparison Among Nations”, by Karen Fernandes Pinto and Paulo Roberto Feldmann.

In the next subject – innovation and information technology – the papers are: “Business Strategy and Upgrading in Global Value Chains: A Multiple Case Study in Information Technology Firms of Brazilian Origin” by Eduardo Armando, Ana Claudia Azevedo, Adalberto Americo Fischmann, Cristina Espinheira Costa Pereira; and “Technology Adoption in Diffusion of Innovations Perspective: Introduction of an ERP System in A Non-Profit Organization” by Marília Queiroz Miranda, Josivania Silva Farias, Carolina de Araújo Schwartz, Juliana Pascualote Lemos de Almeida. Ultimately, Humberto Rodrigues Marques, Marcelo de Oliveira Garcia, Déborah Lima Scalioni e Paulo Henrique de Souza Bermejo discuss about the co-operative innovation in universities in “Cooperation for Technological Development: An Analysis in the Context of Federal Universities of Minas Gerais State” and Alandey Severo Leite

da Silva and Sérgio Henrique Arruda Cavalcante Forte expose how to find an efficient model of technological capabilities in some technological places in the paper “Technology Parks (TP) Strategic Capacity Evaluation Structure: A Framework Proposal for Implementation in Latin America”.

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