

Contents

Direito Empresarial

- Study of banking practices in the Brazilian context regarding the anatocism** 09
Deisy Cristina Corrêa Igarashi, André Sekunda Gallina and Marcela Caroline Sibim

Ensino e Pesquisa em Administração

- Administration as a science oriented practice** 17
Elenilton Rüdiger Johann and Luiz Carlos Duclós

Gestão da Informação e do Conhecimento

- An analysis of the organizational culture in cooperative fish Mundo Novo/MS** 25
Fábio Mascarenhas Dutra and Erlaine Binotto

Gestão Ambiental

- Evaluation of organizational sustainability through economic, social and environmental: a case study of in a energy company in Southern Brazil** 33
Nivaldo Pereira da Silva, Rubia Carla Santi, Daniele Mudrey Degraf and Mayara Cristina Ghedini da Silva

Gestão da Produção e Logística

- Directions Aspects of competitiveness of the productive chain of sheep meat in Rio Grande do Sul** 43
Andreas Dittmar Weise, Isabela Barchet, Julio C. M. Siluk and Patrícia Schrippe

Gestão de Negócios Internacionais

- The profile of the Brazilian International Negotiations** 51
Emilly Lima de Matos, Alexandre de Santa Bárbara Silva, Vitor Luiz Silva de Oliveira, Ari Melo Mariano Filho and Acácia Mota

Gestão de Pessoas

- The leadership and management of high performance teams in strategic people management** 57
Claudia Patricia Garcia Pampolini, Celso Giancarlo Duarte de Mazo and Daniele Assad Gonçalves

Gestão de Processos, Sustentabilidade e Responsabilidade Social

- Environmental management: food company in the city of Itumbiara (GO)** 65
Lucivone Maria Peres de Castelo Branco and Ricardo Luiz Machado

Gestão Estratégica Organizacional	Balanced Scorecard proposition to support Strategic Management of an institution of public education	77
Daiane Aparecida de Melo Heinzein e Kenia Regina Streich		
Gestão Financeira e Governança Corporativa	Traditional indicators of liquidity and profitability: a comparative study of industry average in Brazilian companies between 2000 and 2010	87
Ezequiel Rosa da Luz		
Gestão Mercadológica	Customer perceptions about the actions of merchandising: survey in a Supermarket from Dourados/MS	97
Gleicy Jardi Bezerra e José Jair Soares Viana		
Gestão Pública	Educational Structure of Primary Education: a comparative study between two cities of small and medium size	107
Letícia Fernandes de Negreiros, Renata Storti Pereira e Saulo Fabiano Amâncio Vieira		
Iniciação Científica	LCA as a technique for leveraging Industrial Environmental Management	117
Bárbara Caroline Turra Kuchiniski, Tiago Henrique de Paula Alvarenga, Cassiano Moro Piekarski, Antonio Carlos de Francisco e Elvis Magno da Silva		
Pesquisa Operacional	Analysis of profitability the coffee with the adoption of minimum price policy in the process conversion to organic: a case study using linear programming	125
Renato Alves de Oliveira		