

# Contents

<b>Ensino e Pesquisa em Administração e Áreas Correlatas</b>	
<b>Generation y and learning processes: an exploratory study in professional courses of Administration and Marketing in the countryside of Santa Catarina State</b>	<b>09</b>
Edina E. Z. Fietz Tremel, Liandra Pereira e Sueli Maria Weiss Rank	
<b>Gestão da Informação e do Conhecimento</b>	
<b>Organizational Culture as a driving force for innovation: a study of a research and development</b>	<b>17</b>
Rosangela Costruba	
<b>Gestão Ambiental</b>	
<b>Management program waste of health services (PGRSS): practices in the implementation of the activities are consistent with the proposed program?</b>	<b>23</b>
Adriana Vicente Lima, Vera Sirlene Leonardo, Katia Abbas e Marguit Neumann Gonçalves	
<b>Gestão da Produção e Logística</b>	
<b>Outsourcing in industry of events: contextual analysis, perspectives and ways of use</b>	<b>37</b>
Fábio Luciano Violin, Renata Maria Ribeiro, Roberson da Rocha Buscioli, André Luís Violin e Patrícia Koerich Violin	
<b>Gestão de Negócios Internacionais</b>	
<b>Trade relations between Brazil and Argentina in MERCOSUR</b>	<b>45</b>
Nádia Jacqueline Coelho Tremea, Bruna Maria Rodrigues Consolmagno e Eduarda Machoski	
<b>Gestão de Pessoas</b>	
<b>The influence of working environment in physical health and emotional labor: an ergonomic study in an industrial machine factory</b>	<b>53</b>
Claudelir Clein, Renato Tonello e Sergio Luiz Ribas Pessa	
<b>Gestão de Processos, Sustentabilidade e Responsabilidade Social</b>	
<b>Protected area, ecotourism and social-environmental conflicts at Ilha do Mel, PR, Brazil</b>	<b>61</b>
Carlos Alberto Marçal Gonzaga, Patrícia Denkewicz e Keyla Cristina Pereira Prado	
<b>Gestão Estratégica Organizacional</b>	
<b>Entrepreneurship: the perspective of the development agencies in the city of Itabuna-BA</b>	<b>69</b>
Antonio Oscar Santos Góes e Adriana dos Santos Reis Lemos	

## **Gestão Mercadológica**

### **Afrodescendants in commercial: analysis of the role of media in the dissemination of social representations**

**77**

Rejane Alexandrina Domingues Pereira do Prado, Marli Auxiliadora da Silva e Claudia Rosa Acevedo

## **Gestão Pública**

### **Human resources legitimation in distance college courses at federal universities from the state Minas Gerais – Brazil**

**87**

Maria Cecília Teixeira Reis, Danielle Valente Duarte, Vagner Alves Arantes, Layon Carlos Cezar e Telma Regina da Costa Guimarães Barbosa

## **Pesquisa Operacional**

### **Indicators of sustainability in organizations: the application of the Method Gaia management environmental impacts in a metallurgical company of Southwest Paraná**

**97**

Adriano Stadler, Sheila Schlickman Baccin, Marcos Rogério Maioli, Márcia Magalhães Wittée Paloschi e Gustavo Estanislau Silva