

Contents

Perceptions of Trade Mark Charllinne Sgoda e Viviane da Costa Freitag	09
Entrepreneurial potential of students of Social Sciences of a higher education institution from the perspective of Carland Entrepreneurship Index (CEI) Juthielli Tormen, Sabrina do Nascimento, Miguel Angel Verdinelli e Suzete Antonieta Lizote	17
Teaching strategies used in university classes: a study from the Administration course of a Community University in the west of Santa Catarina Andrea Bencke Zambarda, Ana Paula Granella, Fabiano Marcos Bagatini, James Antonio Antonini e José Valci Pereira Rios	27
Graduated Women in Engineering: A Case Study Patrícia Inez da Silva Machado, Neirisléia Francisconi Del Mouro, Juliane Sachser Angnes e Sílvio Roberto Stefano	35
The factors that influence in the process of innovation adoption and cultural aspects: case studies of peanut producers in the city of Tupã (SP) Fernanda Yamauchi, Giuliana Aparecida Santini Pigatto e Renato Dias Baptista	45
Environmental disclosure and impact on capital cost Janaína Gabrielle Moreira Campos da Cunha, Fernanda Frankenberger, Angela Povoá e Wesley Vieira da Silva	55
Analysis of level of service and cost of MRO stocks of a mining company Talita Alvares da Silva, Nazaré Aparecida Gomes Santana da Silva e Alexandre de Cássio Rodrigues	65
Agribusiness dynamic configuration in the export and movement of Santa Catarina ports Júlio César Zilli, Adriana Carvalho Pinto Vieira e Izabel Regina de Souza	73
Engagement and Well-being at work: an analysis of IT consultants who work with Body shop and Project Norberto Rodrigues, Claudemir Bertuolo Furnielis, Eduardo de Camargo Oliva e Fabio Bomfim Nunes	85
Water reuse in a Regiment of Combat Vehicles Diego Tinte, Diego Marloni Santos e Isabel Márcia Rodrigues	95
Bovine Milk production evaluation in Tangara da Serra, MT André Ximenes de Melo, Diego Francisquetti Cavalari e Sonia Aparecida Beato Ximenes de Melo	103

Capital Structure and Corporate Governance: A Study with Brazilian companies belonging to the Novo Mercado Corporate Governance Equity Index (IGC-NM)	111
Itzhak David Simão Kaveski, Paulo Ricardo Silva Amorin Dias, Eumir de Moraes Rondon, Larissa Degenhart e Marta Souza Fernandes	
The Different Perceptions of Consumers in Online Shopping:A Study Through the Statistical Bivariate Analyses	119
Matheus Frohlich Marquette, Luciana Flores Battistella, Marcia Zampieri Grohmann e Ana Luíza Rossato Facco	
Fiscal Developments in the Region of Campos Gerais Municipalities, after the Fiscal Responsibility Law	129
Marcio Henrique Coelho, Luiz Philippe dos Santos Ramos, Maritzel Ríos Fuentes Coelho e Igor Geteschi	
DEA modeling: theory and applications in the oil industry	139
Paulo Ricardo Cosme Bezerra, Marcela Marques Vieira e Mariana Rodrigues de Almeida	