

# Editorial

In this issue, the Administration Journal (*Revista de Administração*) recognizes the numerous contributions of Professor Sergio Baptista Zaccarelli for both, the academic community and for the public administration as well as for the corporate activity. His legacy is eloquently reported in the tribute paid to him by Professor Jacques Marcovitch in this edition initial article, whose title is plain, but portrays well his most significant contribution: Sergio Baptista Zaccarelli, The Educationalist.

Professor Zaccarelli, in one of his management terms as the Head of the Business Management Department, at the School of Economics, Business Management and Accounting of São Paulo University, was responsible for a number of innovations, among them the publishing resumption in 1976, of the Administration Journal (*Revista de Administração*).

If nowadays the Administration Journal (*Revista de Administração*) is regarded as one of the important vehicles for the scientific research development in the area of Business Management, much is owed to Professor Zaccarelli's initiative, its first Editor in this new phase, initiatives that continued in the management terms of the many Editors who succeeded him.

Among the numerous papers published in this issue, it draws the readers' attention the article on Sustainability in which it is analyzed the Amazon Fund. The issue is complemented by works dealing with Academic Management, Technology, Finance, Entrepreneurship, Human Resources.

We wish everyone a fruitful reading.

Prof. Dr. Nicolau Reinhard  
Scientific Editor

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