



CALL FOR PAPERS

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TECHNOLOGY PERSPECTIVES AND INNOVATIVE SCENARIOS APPLIED IN THE AMAZON REGION

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GUEST EDITORS:

Emílio José Montero Arruda Filho (PPAD-UNAMA, Brazil) | **Airton Cardoso Cançado** (PPGDR-UFT, Brazil)
Cristiana Fernandes De Muylder (PDMA-FUMEC, Brazil) | **Ruby Roy Dholakia** (College of Business-URI, United States of America)
Angela Paladino (Faculty of Business and Economics-UNIMELB, Australia)

PURPOSE OF SPECIAL ISSUE

The low level of development in the Amazon region has been discussed in studies concerning deforestation, cattle ranching, small producers, greenhouse gas emission, etc. (Bogaerts *et al.* 2017; Walker, Moran, & Anselin, 2000), but there have been initiatives to use technological advancements to improve private and public development and increase sustainability and profitability in remote areas based on new scenarios of virtual services, digital communication, e-government, mobile applications and innovative production.

We would like to receive research for publication in this special issue about the Amazon, research that takes different approaches concerning the use of technologies and innovative products, services or processes to guarantee better results. The use of different tools and strategies in this new technological environment, such as the mobile phone, internet, digital television, social media and other innovative systems or processes is becoming more and more common, attractive and integrated (Harris & Blair, 2006; Schrifft, Parker, Zauberman, & Srna, 2018). The development of new propositions for usage and innovative perspectives by the market and society is related to convergence in services, products and processes (Sela & Berger, 2012; Etkin & Sela, 2016).

Innovation is improving our world and the way that we propose to live. It is an extension of how we govern our social structures, political environments and overall interaction. The Internet of things, nanotechnologies, robotics, Artificial Intelligence, and Innovation Center Technology among others, are embedded in our egoistic and altruistic interests, transforming organizations and our society (De Groot & Steg, 2008) and producing new perspectives.

Discussion of some specific topics are important in this context, such as: marketing innovation, organizational ambidexterity, open source innovation platforms, technological marketing, innovative products, services and processes, sustainability, economic growth and social equality, innovation in health care, R&D activities, policies and development, e-government, governance, innovative organizations, social innovation, new technologies and others (Castela, Ferreira, Ferreira, & Marques, 2018; Deng, Karunasena, & Xu, 2017; Podmetina, Soderquist, & Roman Teplov, 2018; Ungureanu, Bertolotti, & Macri, 2018).

This special issue discusses behavioral aspects, entrepreneurship, governmental perspectives, performance, strategies, and information systems in a multidisciplinary context applied to public, private and non-profit organizations focusing on and contributing to the Amazon region and its societies.

In this special issue we also seek papers that discuss social control, understood as control of the State by society, especially those carried out through communication and information technologies, making direct participation by the largest number of citizens in this process possible (Halachmi & Holzer, 2010; Kakabadse, Kakabadse, & Kouzmin, 2003). This theme is of importance to the Amazon because of its great territorial extension and low demographic density. In this sense, asynchronous social management mediated by technology presents itself as a promising alternative.

SUBMISSION OF PAPERS

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. To be eligible for review the paper must be set up according to the RAC's guidelines (<https://mc04.manuscriptcentral.com/rac-scielo>). The papers must be written in English. The submission must be made through the system at ScholarOne. Suitable papers will be subjected to a blind review. Please address questions to **Emílio Arruda** (emilio.arruda@unama.br) and **Cristiana De Muylder** (cristiana.muylder@fumec.br).

THEMES AND TOPICS

Topics of interest include, but are not limited to:

- Behavioral consumption and technology usage in the Amazon
- Consumer Perspective (well-being, access, discrimination, gender roles/biases, CRM)
- Cooperation and cluster development
- Digital Influencers and Digital Perspectives for the Amazon Scenario
- E-Government and Public Actions
- Green Convergence
- Health Innovation Systems
- Information Democratization
- Innovation in Public and Private Sectors providing support for Development
- Innovation Systems
- Innovative Organizations
- Marketing Perspective (ethics, insights, analytics, social media, SEO-SEM, branding, algorithmic marketing, product issues, i.e. wearables)
- Mobile Environment: Quality, Accessibility and Usability
- New Technology Experiences in the Amazon Context
- Open Innovation
- Privacy in the new economy
- Policies and development
- Research & Development contexts
- Social Innovation and Applied Services
- Social Control mediated by communication and information technologies
- Social Networks and Virtual Social Networks Environment
- Technology Globalization and Accessibility in the Amazon Region
- Triple Helix - Collaborative innovation

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ABOUT RAC

The Journal of Contemporary Administration (RAC), a scientific journal edited by Anpad, fully adopts the Anpad's Good Practices of Scientific Publication. The primary function of RAC is to communicate research results in the areas of management and accounting sciences as widely as possible. This is a service delivery whose end users are the researchers and professionals in these areas and its ultimate benefit is broad and up-to-date access to the knowledge generated. RAC had its printed publication until 2008, remaining, from then on, as an open access online publication. This change was aimed at broadening the public and democratizing access to the knowledge disseminated by the journal.

