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DESCRIPTION

RAI — *Revista de Administração e Inovação* — is a quarterly publication organized by the Business department of the University of Sao Paulo (Brazil). RAI's main objectives are: to disseminate the intellectual production in the field of technological, organizational and market innovation, stimulating creative academic and research contributions; to do its share in increasing the knowledge production of the academic and professional communities related to applied sciences in the field of innovation; to serve as a proper channel to spread conceptual and methodological advances and experiences of innovation in modern society; and to foment the dissemination of knowledge that promotes new studies and new theoretical and empirical formulations for the field of innovation.

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INTRODUCTION

RAI Revista de Administrao e Inovao is a quarterly publication organized by the Business department of the University of Sao Paulo (Brazil). RAI's main objectives are: to disseminate the intellectual production in the field of technological, organizational and market innovation, stimulating creative academic and research contributions; to do its share in increasing the knowledge production of the academic and professional communities related to applied sciences in the field of innovation; to serve as a proper channel to spread conceptual and methodological advances and experiences of innovation in modern society; and to foment the dissemination of knowledge that promotes new studies and new theoretical and empirical formulations for the field of innovation.

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