Dear readers,

In this September/2023 issue we are pleased to announce to you a variety of relevant and current topics, such as women’s impressions of career in agribusiness, career shocks, leadership style and conflicts in family businesses, internationalization of technology-based firms, market competition and earnings management, and intent to use Fintech services. Our goal in the Brazilian Business Review is always to provide quality of academic reading in the business area, delivering the diversity that the theme deserves without losing focus on the relevance and timeliness of the discussions surrounding the area.

Our issue begins with a paper on how gender discrimination is seen by women who have graduated from agricultural sciences programs. Berlato, Andretta and Fernandes applied a questionnaire to 315 respondents, and Factor Analysis and, later, a Cluster Analysis were carried out. Five factors were identified, and, from that, two clusters were defined, called “maintainers of the patriarchal system” and “aware of protagonism”. Both clusters demarcate tensions about how women see discrimination and experience the multiple unfoldings of sexist behaviors and attitudes that permeate their career pathways in agribusiness. [https://doi.org/10.15728/bbr.2022.1224.en](https://doi.org/10.15728/bbr.2022.1224.en)

Next, Vinsentini, Müller and Scheffer conducted a study on career shocks with a focus on women who have undergone career transitions, all of whom were childless at the time of transition. These shocks were identified through the narratives of 20 women from corporate careers. The analysis points towards four main shocks: an awakening to life’s finitude and the reshaping of career trajectories; a focus on work-life balance after detrimental impacts on physical and mental health; transformative experiences and the search for meaning; and the impact of the Covid-19 pandemic on modes of work. The authors conclude that such career shocks not only reveal opportunities but also indicate restrictions in women’s career contexts. They also stress that such shocks can lead to more sustainable career paths, turning negative experiences into positive valuations due to the subjective nature of careers. [https://doi.org/10.15728/bbr.2021.1149.en](https://doi.org/10.15728/bbr.2021.1149.en)

Cerutti, Costa, Pauli and Laval discuss managerial style and interpersonal conflicts in a family business context. To this end, they undertook a quantitative, descriptive, inferential, and cross-sectional study with 410
employees of small and medium sized Brazilian family businesses operating in the state of Rio Grande do Sul, using two scales: (i) the Management Style Assessment Scale and (ii) the Supervisor-Subordinate Conflict Scale. Three managerial styles (situational, task, and relationship) were identified along with their contribution to conflicts. The ‘relationship’ style stood out as mitigating such events. https://doi.org/10.15728/bbr.2021.0949.en

Our fourth paper explores the perception of time in the internationalization process of technology-based firms (TBFs). To this end, Floriani, Vasconcellos, Morandi and Andersson focus on the factors influencing the speed and longevity of these firms’ international operations. By grouping these factors based on the service type and client characteristics, the authors examined the duration of international operations of four Brazilian TBFs. The findings indicate that the level of creativity demanded by clients affects both the speed of internationalization and the longevity of operations. TBFs serving creative sectors adapt more easily to similar markets and develop products more swiftly, whereas TBFs in traditional sectors tend to exploit more local networks, revealing nuances in time perception among TBFs. https://doi.org/10.15728/bbr.2021.1030.en

The next paper, by Braga, Louzada, and Roma, explores the specific and combined effects of the firm-level business strategy (BS) and industry-level market competition (MC) on real activities-based earnings management (REM). To do this, they analyzed data from non-financial public listed companies in the United States from 1987 to 2020 using Ordinary Least Squares (OLS) regressions, controlled for industry and year fixed effects. The authors found that firms pursuing an innovation-oriented prospector strategy are linked to lower levels of REM compared to firms adopting an efficiency-oriented defender strategy. Additionally, they found that while market competition on its own does not have a significant impact on REM, the combined effect of business strategy and market competition reveals that prospector firms in more competitive markets engage less in REM activities. This research broadens the earnings management literature, pointing out that REM practices are influenced not only by internal resource allocation choices in line with business strategy but also by exogenous market competition determinants. https://doi.org/10.15728/bbr.2022.1254.en

Closing the issue, Frare, Fernandes, Santos and Quintana analyze which elements encourage the behavioral intention to use Fintech services from the perspective of students in the business field. A survey resulted in a sample of 107 students, and the data was analyzed with a mixed-method approach: partial least squares - structural equation modeling (PLS-SEM) and fuzzy-set qualitative comparative analysis (fsQCA). The findings demonstrate the positive effect of performance expectancy, effort expectancy and security on the behavioral intention to use fintech services. Additionally, their findings showed that different causal configurations can lead students to a high adoption of services provided by these startups. This study brings up new evidence that contributes to the UTAUT theory and expands the entire discussion to the context of accepting a contemporary technology. https://doi.org/10.15728/bbr.2021.1059.en

We hope you enjoy the diversity of themes of this issue. Good reading!