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**José Luis Duarte Ribeiro
Lia Buarque de Macedo Guimarães
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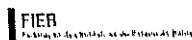
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Virtualização organizacional e estratégias mercadológicas: um estudo multi-casos na região metropolitana de belo horizonte. Sâmia Nagib Maluf, UFSC

This article presents a multicases study of the relationship between the virtual organization and the market strategies made with commercial and service companies working with electronic commerce in the metropolitan region of Belo Horizonte. The development of this study aimed at the theoretical purpose of making easy the knowledge in this area, the confrontation of the theoretical terms with the organizational and market reality. Also to create theoretical subsidies for the developing of the area of the proposed study which may revert as a competitive advantage instrument for the companies to work in the global market, as well as to show directions for the organizational virtualization from the establishment of specific market strategies. the results of the research from this study showed the existence of alterations in the market strategies of the studied companies, the way they were altered and the identification of the current stage of organizational virtualization of those companies.

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ST37 - Organização Industrial

Considerações sobre o momento atual da reestruturação na cadeia automotiva brasileira: a maturação do investimento das firmas entrantes e a reação das montadoras estabelecidas.

Fernando da Silva Pereira, Daisy Aparecida Do Nascimento Rebelatto, UNESP

The Brazilian economical opening, initiate in 1990, and the monetary stability conquered with Plano Real (1994), propitiated an economical and social context very different from that existent in the previous decade. Such changes made possible restructurings in a large part of the industrial fabric and, consequently, in their quality patterns, productivity and competitiveness. The Brazilian automotive industry is an example in this context. This article presents the restructuring of the Brazilian automotive industry in her dynamics for discuss some linked elements to the current moment of this process that should be treated with attention in the discussions that consider the reaction of the established companies to the maturation of the capital of the incoming firms.

Empowerment : ciclo de implementação, dimensões e

tipologia Claudia Heloisa Ribeiro Rodrigues, Fernando César Almada Santos, EESC/USP

Empowerment is an approach of work design which aims at delegating decision power, autonomy and employees' participation in managing the

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