



## PREFACE

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We are pleased to present this special issue of the P2P & Innovation journal with selected articles from the II Congress on Strategic Information Management, Entrepreneurship and Innovation (CGEI). Held between June 17 and 19, 2019, in Porto Alegre, at the Federal University of Rio Grande do Sul (UFRGS), the II CGEI is an initiative of the Information and Knowledge Management Network (GIC Network). Currently, this network aggregates 11 Brazilian universities, from professionals who understand Information Science as a broad field of interdisciplinary knowledge, with Information Management being one of its sub-areas with the potential to interact with other disciplines, in addition to the traditional ones.

Although formed within the scope of Departments, Schools and Institutes linked to Information Science, the GIC Network has a strong interest in interdisciplinarity, transdisciplinarity, democratization of access to Science with undergraduate / postgraduate exchange, Scientific Initiation, as well as interaction with the professional market and entrepreneurial initiatives such as Junior Companies and University-Society-Market relations (Triple Helix).

The event featured the presentation of 70 papers distributed in eight thematic sessions that brought together subjects such as: Information and knowledge management; Entrepreneurship and Innovation; Accessibility and assistive technology; Scientific initiation and junior ventures; Interdisciplinarity; Law and innovation; Master Consortium; Doctoral consortium. The ten articles that make up this issue present varied themes and are distributed in six themes discussed at the event.

In the topic “Information and Knowledge Management”, the article “Factors of engagement and trust in content marketing: theoretical review”, by Guilherme Zanotto Lofrano, Taiane Ritta Coelho and Rodrigo Eduardo Botelho-Francisco, identifies, in the literature, the



factors that influence engagement and trust in content made available by companies on the internet as a form of marketing. Using a similar methodology, the article “Knowledge management and organizational learning interface: a literature review”, by Ricardo Belinski and Juliane Martins, analyzes the Knowledge Management and Organizational Learning interface in scientific journals of the Emerald Insight Database from the emergence of the Industry 4.0. The article “Management of hate content on Facebook: a study on haters, trolls and naysayers”, by Luiz Rogério Lopes and Rodrigo Eduardo Botelho-Francisco, brings data on the types of interacting-haters present in fanpages of some Brazilian politicians.

In the studies on “Information, Strategy, Entrepreneurship and Innovation”, the article “Information on intermediation of transactions on online platforms: the innovation of the Airbnb company” stands out, by Rodrigo de Castro Freitas, Valéria Khristina Fregadolli and Maria do Carmo Duarte Freitas”. Based on exploratory and descriptive research, the authors reflect on the role of information as a strategic resource in the intermediation of transactions aimed at shared profitability. Still in the scope of information management as a strategic support to undertake and innovate, the article “Data security aspects of open innovation: literature review”, by Pedro Silvino Campos Junior, aims to analyze the scientific production in open innovation and information security in the period from 2008 to 2018. One of the purposes of this study is to advance research that can relate the two themes.

Regarding research on “Accessibility and Assistive Technologies”, the article “Communicational accessibility: the production of the IFAM Assistive Technology Center in didactic and paradidactic works”, by Lucas Silva Oliveira and Dalmir Pacheco Souza, discusses social inclusion in the formation of Special Education teachers. From the “Inclusive Education Perspective”, the authors deal with the production of didactic materials adapted through the Assistive Technology Center of the Federal Institute of Amazonas (APOEMA / IFAM). In this same theme, the article “A case study on active methodologies in projects with high school students in the context of video classes for the deaf” is presented, by Ricardo Pezzotti Schefer and Ariadne Chloe Mary Furnival, which contributes to the discussion about accessibility in educational processes. In this specific case, the authors present a study on methodologies active in the education of deaf people enrolled in high school.

As an account of research and action experience in the scope of “Scientific Initiation and Junior Enterprises”, the article “Digital Curatorship for democratizing access to higher education: the case of the Cyber-Citizenship Project”, by Heloisa Costa, Maria Carolina Eli and William Barbosa Vianna, lists digital curation and information management. This relationship

took place in a practical way and in the context of a digital educational platform, to serve a public school in the city of Florianópolis-SC.

The article “Which bibliometric tool to choose? a comparative study between softwares”, by Paulo Sergio da Conceição Moreira, André José Ribeiro Guimarães and Denise Fukumi Tsunoda, makes a comparison between softwares to assist in the process of selecting the appropriate tools for bibliometric research. This study, in the field of “Interdisciplinarity in Information Science”, concludes that there is no single solution to the main demands of bibliometrics and that the combination of the tools tends to offer the best result to researchers.

Finally, the article “The legal support for the construction of an innovation environment: its reflexes in the informational power in the telecommunications area in a critical mission of a public security agency”, by Luciano Castilho Assumpção and Marcelo Minghelli, presents reflections on “Law and Innovation ”. Starting from the new national regulatory frameworks, the authors analyze the possibility of building an innovation environment for the telecommunications area.

In general, this production shows us that the strategic management of information, combined with the multiple available technologies, fosters Innovation in the various areas of its applicability. Therefore, we hope, with this special issue, to reinforce the potential of collaborative production forms, one of the focuses of Revista P2P & Inovação. Certainly, with due regard to the distinctions in their objects and methodologies, all articles in this volume contribute to this field of analysis, reflection and applicability.

Good reading!

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Comitê Editorial II CGEI