

Editorial Introduction

On behalf of the Editorial Board, I am happy to deliver the second issue of volume 4 (2007) of the Brazilian Journal of Operations & Production Management. We appreciate all the academicians who support and contribute to the editorship. The accomplishment of this issue would not be possible without the work of our editorial review board. We would like to take this opportunity to acknowledge their contribution to the journal referral process.

We hope the readers find the articles in this issue a useful source within the scope of production engineering and operations management.

In this Issue

The present issue has five competitive and up-to-date papers from some researchers from Brazil and abroad. Most articles consider qualitative methods as the methodological research approach, but also includes a quantitative data analysis. The first paper by Itefani de Paula and José Luiz D. Ribeiro proposes a reference model for pharmaceutical Product Development Process, which consists of three macro stages and seven phases, embracing from business opportunity recognition to product market launching. The authors concludes that their proposal represents an improvement compared to the general product development models presented in the literature. This paper is followed by the study of Giancarlo Pereira and Albert Geiger. It focuses on an exploratory study concerning the analysis of business-to-business relationships between big and small or medium-sized enterprises in the automotive sector in Brazil. It aims to tentatively identify the challenges that hinder the insertion of small and medium-sized enterprises in this supply chain by a multiple case study methodological approach.

The third article by Valério Salomon and Rozann Whitaker consider as a requirement that alternatives and criteria be independent of one another when applying traditional decision-making methods. In this sense, the paper show how a Brazilian company can consider dependencies among the alternatives and among the criteria in solving production management problems. The paper demonstrates that the proposal enables to improve the quality of the process of decision-making. A qualitative data analysis is considered in the fourth article by Cláudia de Mattos and Fernando Laurindo. They aim at analysing how companies are exploring web (Internet) technology for developing new products, based on the concepts of interactivity and connectivity. The authors investigate

two service companies by identifying enablers and tools for supporting the development of a new product as well as components that are used during the innovation cycle of creation of a product based on the web. Finally, another article that studies the automotive sector is offered by Luiz Scarvada and Sílvio Hamacher. The authors analyse the role these SCM capabilities play in automotive industry supply chains. They present an empirical research through a case study in a European vehicle manufacturer including three supply chains embracing three vehicle plants and two supplier parks located in Western Europe and in South Africa. The analysis concludes that the SCM capabilities identified by the study constitute a response to support trends in the automotive industry, as they intend to bring advantages that obey a new logic in competition based on chains.

The journal expects to count on the research community by considering the journal as the outlet for publication of their research work mostly related but not limited to the research areas defined by ABEPRO¹.

This issue closes with ABEPRO's executive and ABEPRO's Editorial Board (NEA).

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¹ Production Management; Quality Operations; Economic Management; Ergonomics and Work Safety; Product Development; Operational Research; Strategy and Organizations; Technology Management; Information Systems; Environmental Management; Education issues in Operations Management.