

I have recently heard a comment by a columnist of a communication channel about the attitudes of professionals when they begin their leadership career, which made me reflect on the management culture prevailed in this country. One of the recommendations was that a professional, as a novice leader, should not let the subordinate colleagues have many ideas which could be subject of debate among them. This statement surprised me, since it apparently lacked contextualization to acquire meaning. It is certain that, in some areas of a company, obedience to the rules and well defined processes are crucial for the correct operation of activities. However, in the technological context the situation may be the opposite. In fact, in a country whose rhetoric is the focus on innovation, it probably will be. We hear that the survival of companies depends on their ability to innovate, but apparently the attitudes of their leadership do not reflect this thought. People talk about investing in R&D and innovation, yet very little is known on how to undertake these activities and achieve results which can bring sustained competitive advantage, since the procedures used are based on the principles of industrial management.

But this problem is not limited to the industrial management culture. Formal education plays an important role in this process, especially in its initial stage. I do not remember, for example, of having received incentive to improve my abilities in creativity during my studies, nor in entrepreneurship or at the pursuit of innovative posture instead of being a follower of the trends and of what has already been established. In school, we are led to learn things by heart, to answer only standard questions rather than to exercise how to formulate questions which may create opportunities for evolution and envision a new stage of development.

The following questions remain: How to achieve a new approach that transforms the way we face challenges, providing opportunities for the development of the society?

The role of science and technology in this process is clear. Espaço Energia intends to be a scientific vehicle which aims at the energy sector development, a task which has been performed successfully so far, given the quality of the published papers. In addition, this periodic intends to be a vehicle that offers opportunity of discontinuity, seeking to break the "follower" profile which rules the development context in the country. To this end, urge scientists to bring their contributions to this line of thinking.

This issue is segmented into two parts, where the first papers have a technical emphasis and the last papers focus on strategic and management issues. The first paper presents the development of a virtual environment for training on live line distribution networks maintenance. The system makes use of virtual reality technology and explores the latest interaction paradigms taking into consideration the training model adopted in the electrical sector. The paper demonstrates that virtual reality technology has great potential in future training and simulation applications in the electrical sector. The second paper, after the identification of the need of repairs to the dam of the hydroelectric Mourão, reports a study on the use of concrete with addition of some types of recycled material, comprising testing abrasion resistance, proving the perspective of the use of recycled polymeric material added to concrete in the context of hydraulic surfaces. The third paper presents results of studies related to the electrical properties of materials for use as solid electrolyte in solid oxide fuel cell. The following paper focuses the tertiary sector, bringing a technical-economic analysis of cogeneration with thermal storage based on the use of internal combustion engines with natural gas. The last paper of this issue discusses the adoption of innovations in products and services by consumers, making a few reflections on the marketing aspects of alternative energy sources and marketing practices which could impact consumer awareness with regard to innovations.

We hope the papers in this issue of Espaço Energia bring significant contributions to the Brazilian energy sector. More specifically, we expect this scientific vehicle to promote both incremental and radical innovations and induce the discontinuities that must be deployed in the technological, methodological, managerial and marketing contexts.