



## **Editorial Introduction**

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This issue of the *Independent Journal of Management & production (IJM&P)* features a selection of articles submitted and revised until March 2016. Observe the works are the fruit of research and publications of undergraduate, postgraduate and entrepreneurs.

*It is important to mention that all the works are showed without any kind of payment. All of them are published free from payments or taxes.*

The publication also counts on the work of researchers from various parts of the world, which have undergone a process of peer review.

As chief editor of *IJM&P*, I am indebted to all members of the editorial board and reviewers, which contributed to achieve a very decent job during the evaluation and revision. Moreover, that they have contributed to the Journal in recognition of the international scientific community.

In addition, with all the authors, who trusted the results of their research and publications to the scrutiny of editors and reviewers who are part of our Journal.

Since 2015 we are promoting the dissemination of articles published on LinkedIn Pulse, through Chief Editor account of Professor Dr. Paulo Cesar Chagas Rodrigues.

In April 2016, our journal has been indexed by RedALyC and now our goal is to increase the visibility and seek indexing in Scopus and Web of Science.



The first table presents how our collaborators, by their categories of study and sex are.

	<i>Dr. Ph.D.</i>	<i>MSc.</i>	<i>Dr./Ph.D. Student</i>	<i>MSc. Student</i>	<i>Specialist</i>	<i>Professors</i>	<i>Students</i>	<i>Others</i>	<i>Total</i>
<i>Male</i>	805	208	191	45	28	23	24	92	1,417
<i>Female</i>	285	97	101	14	8	2	19	25	551

Table 1: Distribution of users by degree

From the data provided in Table 1 on the distribution users by titration, Figure 1 shows the percentage of each titration.

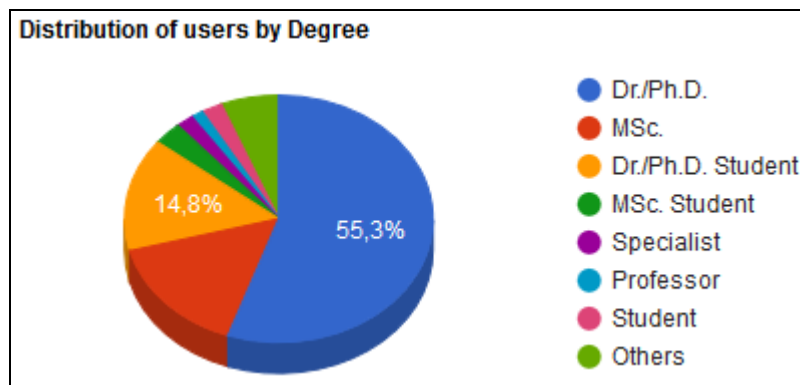


Figure 1: Distribution chart for degree

In the period from January, 01 to May, 31 2016, the journal was accessed by approximately 9,215 users, of approximately 1,667 cities and 140 countries, in the Figure 2 is presented the map mundi, in which can be observed the countries of where was originating the access (GOOGLE, 2015).

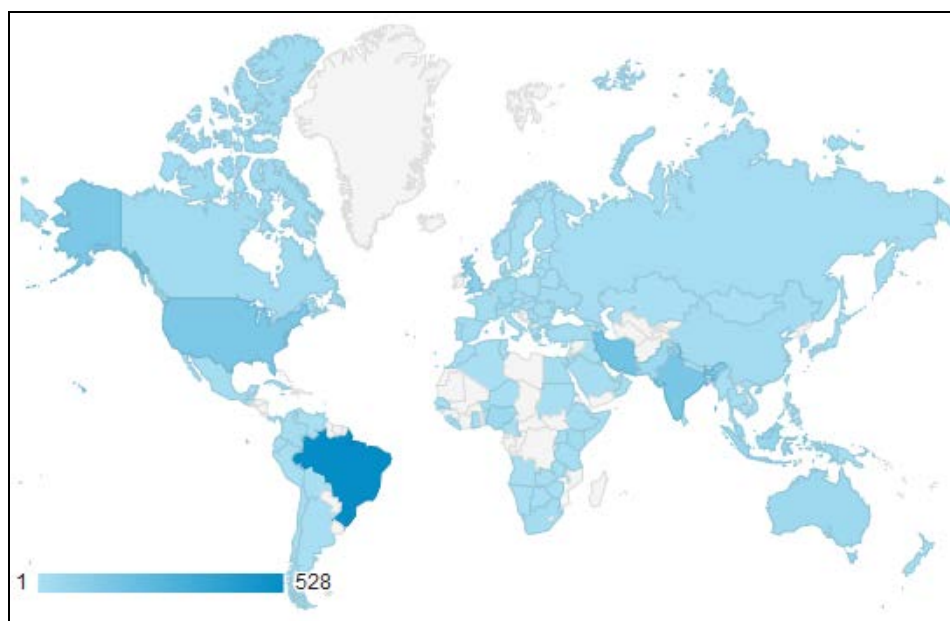


Figure 2: Countries that have accessed the journal



The Table 2 shows the preview data and journal access, since its creation in 2010.

Table 2: views by volume/number

<i>Year</i>	<i>Country</i>	<i>Cities</i>	<i>Access</i>	<i>Users</i>	<i>Viewers</i>
<b>2010</b>	<b>25</b>	<b>75</b>	<b>340</b>	<b>181</b>	<b>5,474</b>
<b>2011</b>	<b>75</b>	<b>343</b>	<b>1,510</b>	<b>1,024</b>	<b>12,942</b>
<b>2012</b>	<b>83</b>	<b>444</b>	<b>2,187</b>	<b>1,406</b>	<b>15,499</b>
<b>2013</b>	<b>118</b>	<b>1,208</b>	<b>11,946</b>	<b>6,006</b>	<b>71,264</b>
<b>2014</b>	<b>146</b>	<b>1,978</b>	<b>17,440</b>	<b>10,503</b>	<b>68,340</b>
<b>2015</b>	<b>147</b>	<b>2,307</b>	<b>23,017</b>	<b>14,460</b>	<b>96,735</b>
<b>2016</b>	<b>146</b>	<b>1,774</b>	<b>10,148</b>	<b>7,069</b>	<b>47,567</b>

In Figures 3, 4, 5, 6, 7 and 8 is shown a graph of the amount of hits that the journal received between January 1 2014 and May 31 2016; these data are based on information provided by the Google analytics.

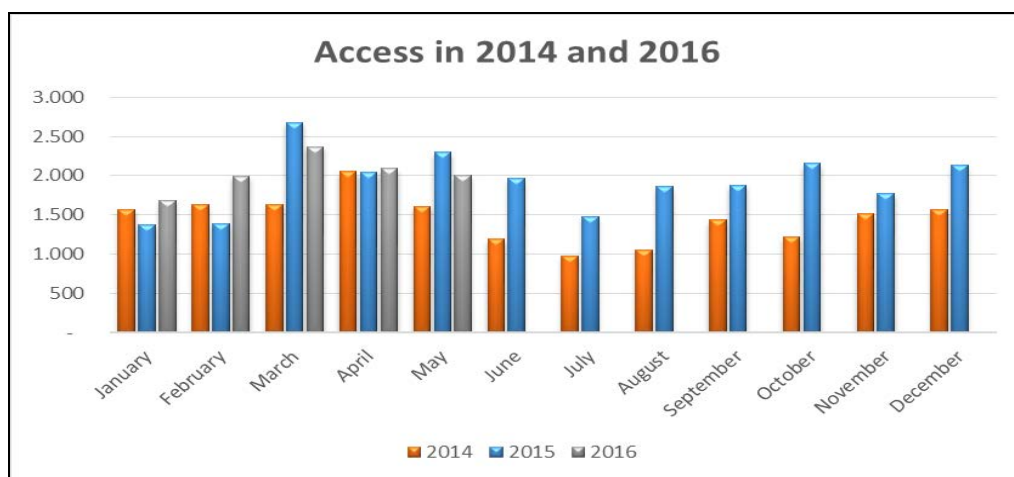


Figure 3: amount of hits between 2014 and 2016

The Figure 4 shows the comparison of the number of cities, around the world, that have accessed the journal.



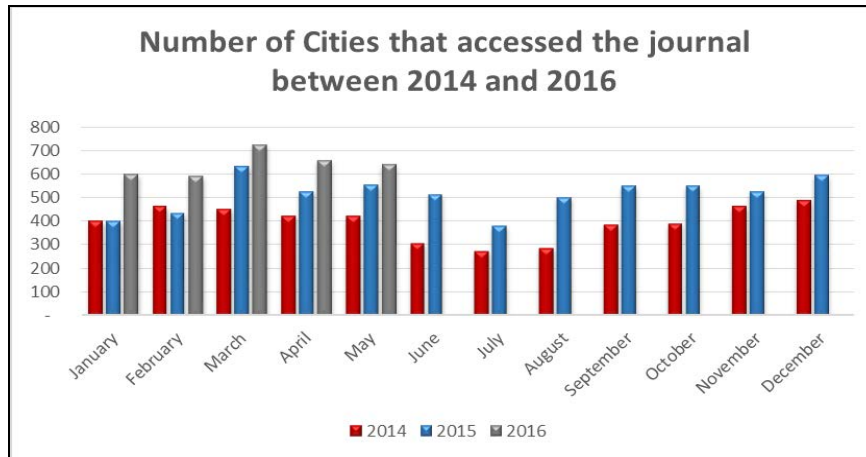


Figure 4: Amount of cities between 2014 and 2016

The Figure 5 shows the averages of views on the journal in the period between the years of 2014 and 2016.

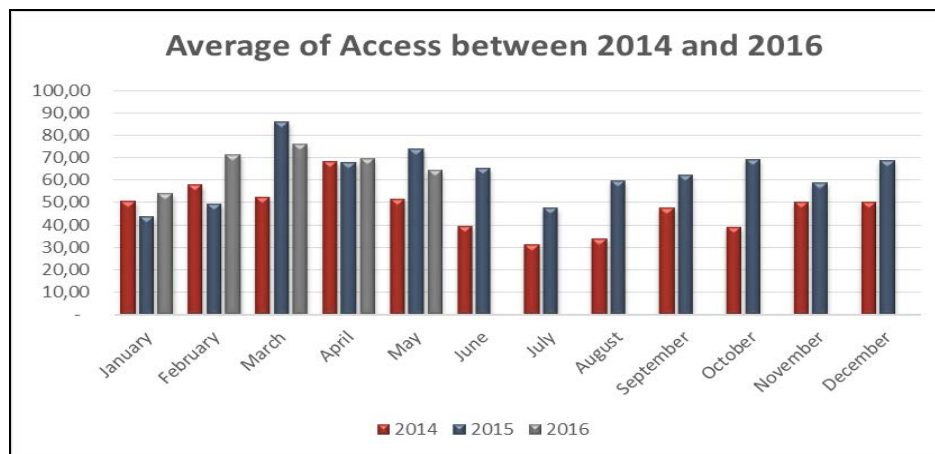


Figure 5: Amount of average between 2014 and 2016

The Figure 6 shows the comparison of the number of countries, around the world, that have accessed the journal.

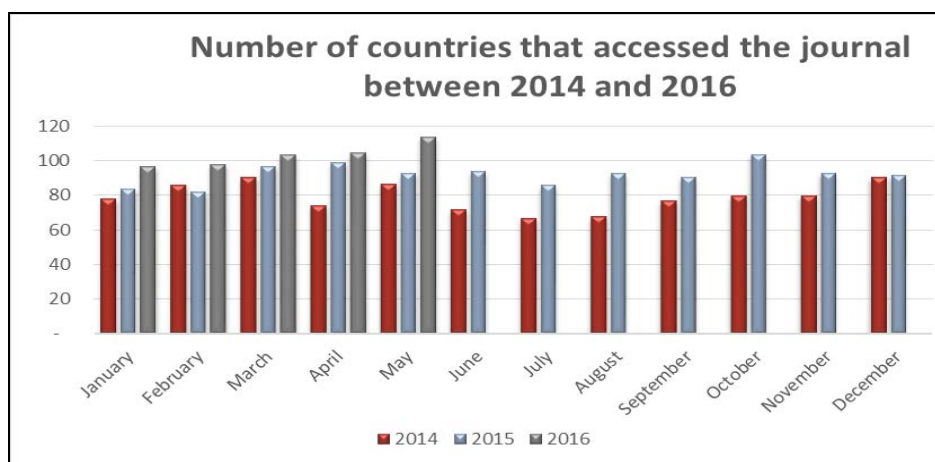


Figure 6: Amount of countries between 2014 and 2016



The Figure 7 shows the comparison of the number of users, around the world, that have accessed the journal.

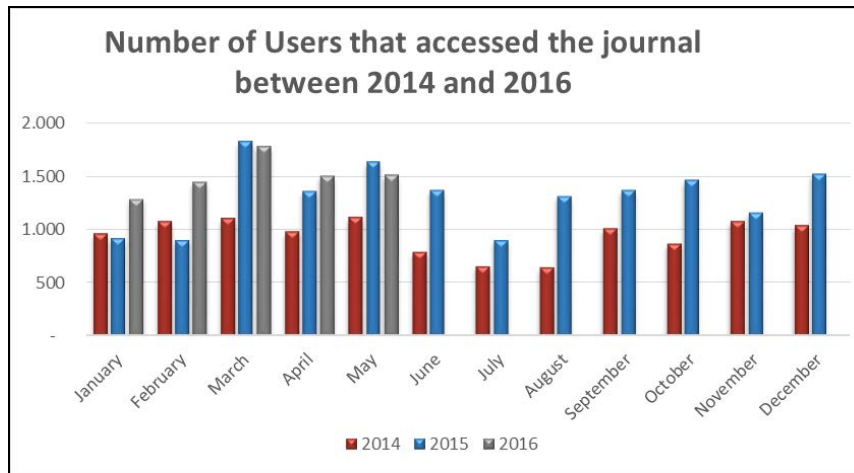


Figure 7: Amount of users between 2014 and 2016

The Figure 8 shows the comparison of the number of viewers, around the world, that have accessed the journal.

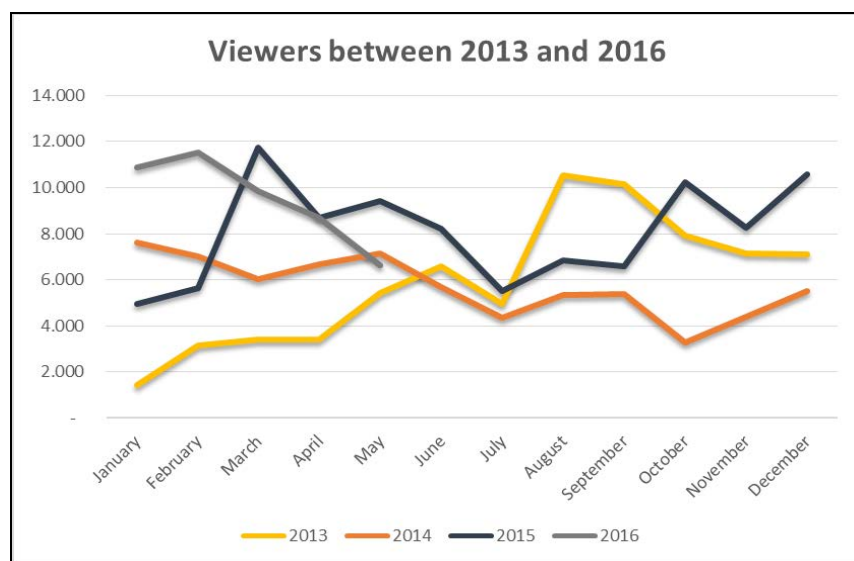


Figure 8: Amount of Viewers between 2013 and 2016

We appreciate the intense participation of all colleagues, which has made our journal become a place of wide dissemination of knowledge.

The following content will be presented with the titles, authors and the pages of all of the articles published in this edition issue.

**EDITORIAL: VOLUME 7, ISSUE 2 (I-IX)**

*Paulo Cesar Chagas Rodrigues, Carlos Antonio Pizarro Louzada*

**DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.339>**



**AN EXPLORATORY STUDY OF BRAND EQUITY OF A COMMERCIAL BANK IN VADODARA, INDIA (289-302)**

Ashutosh Anil Sandhe

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.404>

**NONPERFORMING LOANS PORTFOLIO AND ITS EFFECT ON BANK PROFITABILITY IN NIGERIA (303-319)**

John N. N. Ugoani

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.406>

**RAISING BRAND AWARENEES THROUGH INTERNET MARKETING TOOLS (320-339)**

Margarita Išoraitė

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.391>

**INVESTIGATING THE BUYER-SELLER RELATIONSHIPS IN THE ECONOMIC RECESSION: A QUALITATIVE APPROACH (340-366)**

Irene Samanta

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.401>

**MACD - ANALYSIS OF WEAKNESSES OF THE MOST POWERFUL TECHNICAL ANALYSIS TOOL (367-379)**

Sanel Halilbegovic

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.415>

**UNLIMITED, BLURRED LIMITS IN A BORDERLESS WORLD (380-412)**

Leandro Adolfo Viltard

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.417>

**OPTIMIZATION OF SURFACE ROUGHNESS AND CIRCULARITY DEVIATION AND SELECTION OF DIFFERENT ALLUMINIUM ALLOYS DURING DRILLING FOR AUTOMOTIVE AND AEROSPACE INDUSTRY (413-430)**

Reddy Sreenivasulu, Chalamalasetti SrinivasaRao

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.414>

**DROUGHTS IN THE TIETÊ-PARANÁ WATERWAY: IMPACTS ON THE DIRECT, INDIRECT AND HIDDEN COSTS IN THE TRANSPORTATION OF SOYBEAN. (431-444)**

Rodrigo Carlo Toloi, Moacir Freitas Junior, João Gilberto Mendes dos Reis, Oduvaldo Vendrametto, Pedro Luiz Oliveira Costa Neto

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.418>

**ACTIVE DRIVERS OF ADOPTION OF INTERNET BANKING (445-464)**

Pankaj Yadav

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.403>



**THE NEED FOR A CHANGE IN THE PARADIGM OF ENTREPRENEURSHIP AT UNIVERSITIES: DIFFERENCES BETWEEN INNOVATIVE SPIN-OFFS AND TECHNOLOGY-BASED SPIN-OFFS (465-487)**

Enara Zarrabeitia, Patxi Ruiz de Arbulo, Pablo Diaz de Basurto

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.410>

**PROPOSITION FACTOR MODEL OF WORLD CLASS MANUFACTURING IN BRAZILIAN ENTERPRISES (488-502)**

Paulo Sergio Gonçalves de Oliveira, Dirceu da Silva, Luciano Ferreira da Silva, Maria Cristina Tecilla, Meire dos Santos Lopes

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.336>

**OPEN INNOVATION PROJECT: THE SYSTEM OF ONLINE INDICATORS IN SCIENCE, TECHNOLOGY AND INNOVATION OF AMAZONAS (SiON) (503-525)**

Moises Andrade Coelho

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.408>

**MULTIVARIATE ANALYSIS OF THE DISPLACEMENTS OF A CONCRETE DAM WITH RESPECT TO THE ACTION OF ENVIRONMENTAL CONDITIONS (526-545)**

Sheila Regina Oro, Anselmo Chaves Neto, Tereza Rachel Mafioleti, Suellen Ribeiro Pardo Garcia, Cláudio Neumann Júnior

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.413>

**EDUCATION CORRUPTION AND TEACHER ABSENTEEISM IN NIGERIA (546-566)**

John N. N. Ugoani

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.428>

**PROFESSIONAL DEVELOPMENT AND HUMAN RESOURCES MANAGEMENT IN NETWORKS (567-583)**

Evgeniy Rudnev

DOI: <http://dx.doi.org/10.14807/ijmp.v7i2.384>

**June 1, 2016**

*Prof. Dr. Paulo Cesar Chagas Rodrigues*  
**Chief Editor**

*Prof. MSc. Carlos Antonio Pizarro Louzada*  
**Section Editor**

