

I - INTRODUCTION

The National Meeting on Management and Environment (ENGEMA) is an annual event that aims to bring together researchers, professionals, entrepreneurs and public and private managers involved in new approaches on environmental management in enterprises. In academia, this event is recognized by CAPES through your system QUALIS (E2). So also has the objective to discuss and disseminate research projects through scientific articles. Therefore, with the support of the Journal of Management Socio-Environmental - RGSA (Qualis B2), Journal of Management Innovation - RAI (Qualis B1), Journal of Management UFSM - ReA (Qualis B3) and Management Magazine & Regionality - G & R (Qualis B3) that open processes fast track to the best works of the event. This event is held through a varied program includes the presentation and discussion of research, practical work and proposals dealing with the company and the environment interact. Lead this initiative, since the first meetings, the Department of Management, Faculty of Economics, Business and Accounting of the University of São Paulo (FEA / USP) and the School of Business Administration of São Paulo da Fundação Getúlio Vargas (FGV / EAESP). Around this core other programs were adding up, forming their representatives with an Advisory Committee, which is responsible for developing the ENGEMA each year. This year, 2012, the ENGEMA will be held for the first time in UNINOVE, through its Graduate Program in Management - PPGA, with support from Master Professionals in Environmental Management and Sustainability - Geas and Project Management - GP.

This fourteenth edition attests to consolidate scientific event of national and international scope, with increasing job submission quality and the presence of business leaders in the area. The ENGEMA provides a closer interaction between academia and the business with the dissemination of examples of good environmental management practices that are being adopted by companies and other organizations.

In version 2012, work is being done to recover the memory of ENGEMA with the consolidation of a site started in 2011. All jobs will be posted of the event so far, thus creating historical reference and research for the studies and reflections in the area. The site offered the community also has the support of the PRO-ADMINISTRATION PROGRAM CAPES. Moreover, the invitation to UNINOVE to host the event due to the fact the PPGA keep researchers dedicated to the theme of ENGEMA. Furthermore, in 2011, the university began its activities in the strict sense only program in the area of administration focused on management and environment, the Professional Master in Business Administration - Environmental Management and Sustainability - MPA-Geas.

Each new version of ENGEMA the number of jobs evolves progressively. From 2007, the policy of qualitative selection has allowed the event to receive

qualification QUALIS, CAPES (E2). With the consolidated data, the evolution of academic effort and presentation of cases in the area show significant numbers over 200 works selected each year.

II - RIO +20: The MOTE 2012

This year's event coincides with the completion of Rio +20. ENGEMA The first was in 1991, on the eve of the second congress promoted by the World Commission on Environment and Development (WCED), created by the United Nations - UN efforts to unify different countries to promote global sustainable development. This congress was held in Rio de Janeiro and became known as Rio 92. When heads of state, international organizations, researchers and social movements preparing for this conference, researchers from FEA / USP and EAESP / FGV created the first discussion forum area of business management and environment in Brazil. Was being created ENGEMA under great inspiration that was the Rio-92.

In order to redeem part of their own history and project the results that are being designed for this year's conference, the call to the ENGEMA 2012 is SUSTAINABLE BUSINESS MANAGEMENT: AN INTERNATIONAL PERSPECTIVE AFTER RIO +20. Thus, the major themes of business management in the environmental area will have as a theme central projections of social and environmental sustainability of this conference.

This year's event will feature six national research networks in environmental management promoted by Program PRO-ADMINISTRATION OF CAPES, which will make a specific appointment to discuss their research activities. Moreover, the presence of researchers and foreign networks increments a necessary process of internationalization of the congress. We will have lectures, presentation of papers and meetings of national research groups and their international connections.

Each submitted paper will be reviewed by two referees with titration doctor in system *double-blind review*, without identifying the authors. In case of tie evaluation, the item will be forwarded to a third appraiser who did not have knowledge of the authorship of the article.