

Editorial #28

Editorial #28

Veranise Jacobowski Correia Dubeux¹ 

This issue of *Diálogo com a Economia Criativa* is special: it marks the beginning of celebrations for the journal's 10-year anniversary. It seems like only yesterday that we started designing the journal's project for the Master's Program in Creative Economy Management. Since then, there have been numerous issues, with free articles, dossiers, interviews, videos, and covers that tell their own stories. Now, it is time for well-deserved celebrations.

Over these 10 years, our work was guided by the conviction that academic production plays an essential role in understanding and developing fundamental topics for contemporary society. The articles presented in this issue reflect the diversity and depth of research carried out in the field of Creative Economy.

The study "Leadership and creativity: a performance analysis of the role of creative team managers in Agreste Pernambuco," by Bianca Barros and Hannah Miranda, investigates leadership in the Creative Economy of the region. This exploratory and qualitative research involved interviews with five managers from Caruaru (state of Pernambuco, Brazil), examined through content analysis. According to the results, managers are transitioning to a more creative leadership, with emphasis on aspects such as original ideas, organizational environment, resilience, and learning from experience. However, shared understanding, shared vision, and network activation still require improvements.

The article "COM-POR Black People: Social-Ancestral Technology," by Loíse Lorena do Nascimento Santos, Hebert Silva dos Santos, Letícia Lapa, Andriellen Borges and Alexandra Cleopatre Tsallis, presents the therapeutic group COM-POR UERJ as a social and ancestral technology. Created in 2019 at the afeTAR Laboratory of Universidade do Estado do Rio de Janeiro (UERJ), the group offers psychotherapeutic support to Black people, recognizing the impacts of racism on mental health. In addition, it is inserted in the Creative Economy by using knowledge and creativity to generate innovative solutions. The authors highlight that, more than a social technology, the COM-POR UERJ represents an ancestral technology, promoting the appreciation of Black identity and the regeneration of the social fabric in the face of inequalities.

Inclusion is also present in the study "Airbnb and the inclusion of people with disabilities and reduced mobility," by Luana Maria Alves Linhares and André Riani Costa Perinotto. The authors investigate digital accessibility in tourism, focusing on the Airbnb platform. The qualitative research analyzed the accessibility of accommodation in the cities of Parnaíba, Luís Correia and Cajueiro da Praia, on the coast of the state of Piauí, Brazil, based on content generated by users. According to the results, there are opportunities

¹Escola Superior de Propaganda e Marketing, Graduate Program in Creative Economy, Strategy and Innovation – Rio de Janeiro (RJ), Brazil. E-mail: vdubeux@espm.br
Received on: 03/28/2025. Accepted on: 03/28/2025

for a more inclusive tourism, but the authors emphasize the need for continuous commitment to accessibility, encouraging hosts, academia, and the industry to create a more accessible digital environment.

In the field of design, Paola de Lima Vichy, in "Design and possible futures: a methodology for scenarios in Rio's peripheries," proposes a methodology for the construction of future scenarios in the peripheries of Rio de Janeiro, focusing on Praça Seca and Madureira regions. Based on prospective design, the study combines literature review, interviews with the idealizer of the non-profit organization Multi Art, Culture, and Sport Association of Rio de Janeiro (*Associação Multi Arte, Cultura e Esporte do Rio de Janeiro – AMACE RJ*), and visits to its unit. With the participation of Design students and the local community, the methodology promotes co-creating solutions aligned with local demands, integrating academic knowledge and social practice for a more inclusive and sustainable future.

Public policies and the financing of the Creative Economy are discussed by Viviane Silva de Paula in "Public policies and financing in Creative Economy," highlighting challenges such as the concentration of resources in large urban centers, bureaucracy, and difficulties of access to credit. The author also highlights emerging opportunities, such as crowdfunding, and the need for tax incentives. She concludes that the decentralization of resources and collaboration between government and private sector are fundamental to strengthen innovation and internationalization of the Creative Economy in Brazil.

In the cultural sphere, the article "Performing arts in the context of Creative Economy in Belo Horizonte," by Yuri Simon da Silveira, Giselle Hissa Safar and Maria Regina Álvares Correia Dias, investigates the role of design in the Creative Economy, focusing on the performing arts of Belo Horizonte (state of Minas Gerais, Brazil). The authors point out that there is a gap in the academic background for set design, which encompasses lighting, scenography, and costume design. The lack of specialized professionals is an obstacle to the development of the sector. The authors reinforce the need for training in scene technologies to expand the economic, social, and cultural impacts of performing arts in Brazil.

Music and digital consumption are investigated in the study "How to make a hit: factors associated with music consumption on Spotify," by Ana Flávia Machado, Gabriel Henrique Galvão and Lucas Resende de Carvalho. The researchers analyze the factors that influence musical success on Spotify, considering 562,453 songs released between 1922 and 2021. Using the web API of the platform and a ZINB model, sound characteristics and their relationship with the popularity of the tracks were investigated. According to the results, songs with greater danceability, energy, and explicit content tend to be more successful. The study contributes to the understanding of musical consumption in the era of streaming.

Carnaval is also the object of study in "Learning *Carnaval*: enhancing the audience experience through education and communication," by Caique Andrade, Alessandra Baiocchi and Thiago Reis. In the study, based on interviews with spectators, the authors demonstrate gaps in communication about the event and propose

approaches to increase audience engagement. The strengthening of communication is deemed essential to attract new audiences and value *Carnaval* as cultural and intangible heritage of Brazil.

Finally, "Evaluation of Creative Economy policies and perspectives of the re-birth of *Brasil Criativo*," by Israel Alves Jorge de Souza, investigates the monitoring and evaluation of public policies aimed at the Creative Economy in Brazil. With the recreation of the Department of Creative Economy and the launch of the National Policy on Creative Economy – *Brasil Criativo* [Creative Brazil], the author discusses the challenges and perspectives for strengthening the sector. He argues that the institutionalization of these policies is essential to ensure a sustainable and structured development of the Creative Economy in the country.

The presented studies corroborate the importance of academic knowledge in the formulation of solutions to complex issues. May these reflections inspire new research and initiatives that promote inclusion, creativity, and social development.

About the author

Veranise Jacobowski Correia Dubeux: PhD in Mechanical Engineering from Universidade Federal do Rio de Janeiro.

