

Preface

The present issue of *Interações. Sociedade e Novas Modernidades* brings together contributions that address, from distinct theoretical and methodological perspectives, topics situated across different domains of contemporary social sciences. The articles focus on issues related to sustainability, public governance, labour, consumption, well-being, and public policy, with scales of analysis ranging from organisational dynamics and individual experiences to the structural level of economic and institutional transformations. The contributions result from research conducted in diverse geographical settings, including the Iberian Peninsula, Brazil, and Indonesia.

In the opening article, Maria Cunha examines the incorporation of environmental practices in the hospitality and restaurant sector in the Iberian Peninsula, in a context marked by growing sustainability requirements and by the structural constraints faced by micro and small enterprises. The study seeks to understand how these organisations integrate green practices into their everyday operations and how such initiatives are perceived by workers and customers. It adopts a quantitative approach based on questionnaires administered to accommodation and restaurant establishments, focusing on dimensions such as energy efficiency, water management, waste treatment, and stakeholder engagement. The results reveal consistent adoption of low-cost and behaviour-oriented practices, contrasting with the more limited implementation of technological solutions or structural investments, which are often constrained by financial and organisational limitations. By highlighting the gap between environmental awareness and effective capacity for action, the article contributes to debates on sustainable tourism and has relevant implications for public policies and support strategies that better align with the realities of micro-enterprises in the sector.

In the field of public governance, the article by Victor Silva Guimarães and colleagues focuses on discourse produced in the messages of municipal mayors included in the Consolidated Management Reports of municipalities in the Brazilian state of Piauí. The study explores the discursive construction of the political decision-maker's

“self” in formal accountability documents, articulating dimensions of transparency and institutional communication. Drawing on comparative content analysis informed by agency theory and the Integrated Reporting model, the authors identify recurring discursive patterns, strategies of self-representation and varying degrees of personalisation in the political message. The investigation shows how the normative requirements of accountability coexist with processes of symbolic legitimation and of public image construction by local elected officials. By analysing a type of document still scarcely explored in the academic literature, the study contributes to debates on governance and public scrutiny by revealing tensions between political rhetoric and social control, opening new lines of enquiry into language, power and accountability in the public sector.

Maria Leonor Duarte, Célia Santos, Bruno Cordeiro, and Gabriela Pedro Gomes offer an integrated reflection on the relationship between motivation, health, and well-being in the workplace. In a context characterised by the intensification of work and heightened attention to mental health, the article underlines the centrality of these dimensions for the sustainability of contemporary organisations. Drawing on a systematic review of recent literature, the authors examine theoretical and empirical approaches linking motivation, occupational health, and well-being at work, identifying dominant trends and research gaps. The analysis highlights the interdependence among these domains and emphasises the role of organisational policies, working conditions, and leadership styles in promoting healthier, more balanced professional environments. By articulating theoretical contributions with practical implications, the article reinforces the idea that investment in workers’ well-being is simultaneously an ethical requirement and a strategic factor for organisational sustainability.

In the following article, Talita da Silva Andrade and Elielson Oliveira Damascena analyse the relationship between consumer vulnerability and financial well-being in the context of credit use by young entrepreneurs in Pernambuco’s clothing-manufacturing cluster. The study is grounded in the commercial dynamics of a territory characterised by micro-productive activities, dependence on immediate liquidity, and restricted access to formal financial instruments. The analysis focuses on the experiences of young entrepreneurs who turn to credit to support production, manage stock, and respond to seasonal fluctuations in demand. Perceptions of risk, contract conditions, information asymmetries, and differing levels of financial literacy are discussed. The text draws on concepts associated with transformative consumer research and studies on financial well-being, to examine how financing decisions inter-

sect with professional trajectories in environments marked by economic uncertainty. The article describes how credit is incorporated as an instrument of business survival and examines the effects of such dependence has on financial stability and the scope of choice available to young entrepreneurs within a local productive system.

Ana Zenilce Moreira and Ana Cristina Batista dos Santos examine offshore work through the analytical lens of the *Psychodynamics of Work*. The article focuses on labour conditions in oil and gas platforms, considering prolonged offshore rotation, time organisation, geographic isolation, and intensification of physical and psychological demands. Based on in-depth interviews, the authors discuss types of activity, forms of work prescription, and strategies of subjective regulation mobilised by workers. Particular attention is given to the gap between prescribed and real work, the management of autonomy margins, and the construction of individual meanings in the face of risk, surveillance, and organisational control. The analysis incorporates collective support mechanisms, hierarchical relations, and perceptions of professional recognition, situating offshore work within a context marked by logistical and institutional constraints. The article contributes to characterising differentiated labour experiences, observing how workers negotiate daily the requirements of performance, safety, and continued employment in the sector.

The effects of the structural crisis of capitalism on the financing of education policy in Brazil between 2010 and 2024 are examined by Francisco dos Santos Neto, Reinaldo Nobre Pontes, and Sônia Mafalda Ribeiro. The study is framed by a critical approach inspired by Marxian analysis, taking as its starting point the relationship between productive restructuring, neoliberalisation of public policy, and disputes over the state budget. The investigation combines bibliographical and documentary research, drawing on official federal budget data to describe investment flows, expenditure contraction, governmental priorities, and changes across the administrations of Dilma Rousseff, Michel Temer, Jair Bolsonaro and Luiz Inácio Lula da Silva. The analysis considers employment indicators, labour precarisation, compensatory policies and the effects of disinvestment on educational programmes sensitive to economic-cycle fluctuations. The article organises the discussion into temporal blocks, allowing readers to observe continuities and ruptures across different executive and parliamentary orientations, while tracking transformations in public financing during a period marked by economic instability, political tensions and a redefinition of state responsibilities.

The issue concludes with an essay by Deepak Gupta, Sunetra Goshi, and Ravi Prakash dedicated to the evolution of the field of Social and Behaviour Change (SBC) in Indonesia. The text articulates demographic data, institutional frameworks, and the historical development of the sector, from linear models centred on information transmission to socio-ecological and participatory approaches that integrate communities, social norms, and structural constraints. The authors describe the role of decentralised governance, linguistic and territorial diversity, and disparities in access to public services, situating the SBC agenda within a context marked by inequalities and asymmetric regional development trajectories. The text also analyses the relationships among communication strategies, maternal, and child health policies, vaccination campaigns, nutrition and digital technologies used in population mobilisation. The discussion includes references to methodological transitions, field experiences, and local adaptations of global models, observing how concepts, instruments, and intervention mechanisms are reshaped by the cultural and institutional specificities of contemporary Indonesia.'

Vasco Almeida

Maria João Barata