



THE JOINING COMPANIES OF THE FEDERAL UNIVERSITY OF SANTA CATARINA AND THE CATARINIAN INDUSTRY

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SUMMARY

The present study investigated the university-company interaction through the performance of Junior Companies (EJs) of the Federal University of Santa Catarina (UFSC) with the Santa Catarina industries. Participating in an EJ is an opportunity for students to establish direct contact with the business world. UFSC was the leading institution in the foundation of these associations in southern Brazil and currently has the largest number of EJs in the state. The objective of this work was to diagnose possibilities and growth opportunities for the Junior Enterprise Movement (MEJ) at UFSC through a survey of the sectors that are reached through the performance of the EJs, based on the Future Bearing Sectors of SC, identified by the Federation of the Companies of the State of Santa Catarina (FIESC). The research approach took place through the qualitative and quantitative method in bibliographies dealing with the topic and in reports. The data collected showed the importance that the university-company relationship, through the performance of the EJs, can represent in the academic environment and in the socioeconomic development of the state. Finally, possible actions were pointed out that the university can perform in order to achieve greater expansion and strengthening of the movement.

Key words: Junior Enterprise Movement, University-Enterprise, Sectors Bearing the Future.

1. INTRODUCTION

Universities and society have undergone countless changes in recent decades. Since the beginning, obtaining a higher education degree was synonymous with brilliance and the certainty of conquering a desirable position in society, however, this view has changed since the market has become unable to absorb the high number of graduates, thus establishing a competitive environment (Sangaletti & Carvalho, 2014).

Still Sangaletti & Carvalho (2014) affirm that adapting to this dynamism of the present day has been an intense challenge, both for companies and professionals. In view of this competitive environment and in order to generate greater and better results, organizations feel obliged to seek differentials. In this sense, there is a wide discussion in the organizational area

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regarding the need for training current and future professionals, as it is believed that the beginning of this process should occur during academic training and the university's posture is extremely relevant for the result of that process.

In this scenario, a new role emerges for Universities, in addition to its basic teaching and research functions, that of promoting economic development through a more active role in promoting knowledge transfer to industry (Renault, 2006; ETZKOWITZ & EYDESDORFF, 1998, 2000).

The third mission of the universities envisions a higher education institution focused on the production of interdisciplinary and multidisciplinary knowledge that focuses on not only its great beneficiaries, students and teachers, who are the potential producers of knowledge, but also society, which it can reach, to a greater degree, academic knowledge, through the conversion of these into benefits for the community in which the university is inserted. Concluding that this new mission is closely linked to the extension activity (Souza, 2009).

Cunha (1999) mentions that interaction here the university-company is the opportunity that business has to derive from searching the institution for teaching resources for the development or improvement of products or services; and the university has a chance to put its research into practice and make it useful to society.

Given this scenario, they appear in 1987, Brazilian Junior Companies, defined as:

the union of students enrolled in undergraduate courses in higher education institutions, organized in a civil association in order to carry out projects and services that contribute to the development of the country and to train qualified and committed professionals with this objective (Brasil Júnior, 2007, p. 1).

Sangaletti & Carvalho (2014) affirm that the great differential in university life is the growth based on the combination of theory and practice, one allied to the other, and this possibility exists through the contact with the EJs that allows the academic, greater conditions to introduce their own ideas in projects, provide teamwork and create activities that lead to the development of various competencies and skills.

UFSC was the pioneer in the creation of EJs in southern Brazil and is the institution with the largest representation in the state. In 1990, the first association called "Ação Júnior" was created by the Socioeconomic Center.

In view of this scenario of growth and strength of the Brazilian Junior Enterprise Movement (MEJ), and the importance that the EJs represent in the University-Company

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interaction, there was a need for a mapping of their areas of activity, based on the Sectors SC Future Holders, identified in the Santa Catarina Industrial Development Program (PDIC 2022), by the Federation of Companies of the State of Santa Catarina (FIESC), in order to diagnose possibilities and opportunities for growth and strengthening for MEJ at UFSC.

2. THEORETICAL FOUNDATION

In order to substantiate the central idea of the article, complementary theories are recovered in bibliographies about the topics that are addressed and in reports prepared by Brasil Júnior, FIESC and IBGE, which present a contextualization regarding the Brazilian MEJ and the industrial sector of SC . Secondary to this, work is carried out on a survey of UFSC's EJ areas related to trends in the Productive Sector of SC.

2.1 THE JUNIOR ENTERPRISE MOVEMENT (MEJ)

MEJ appeared in 1967, in France, with the objective of carrying out market studies or commercial surveys in companies. Soon, the idea spread in the French academic environment, giving rise to the French Confederation of Junior Enterprises in 1969. In the 1980s, the French model was consolidated and began to spread internationally, being taken to Holland, Switzerland, Belgium, Germany, Portugal and Italy (Brasil Júnior, 2010).

Sangaletti & Carvalho (2014) cite that the arrival of MEJ in Brazil, occurred in 1987, through the France-Brazil Chamber of Commerce, when it convened young people interested in implanting an EJ in their faculties. The announcement resulted in the appearance of the first three Junior Companies in Brazil in the following years: FGV Jr - Fundação Getúlio Vargas, Júnior FAAP - Fundação Armando Álvares Penteado and Poli Júnior - Polytechnic School of the University of São Paulo.

In 1990, the first State Federation of Junior Companies in Brazil, FEJESP of São Paulo, is created and in 2003, the Brazilian Confederation of Junior Companies, Brasil Júnior, which shares with all junior entrepreneurs the objective of making MEJ a recognized movement by the various actors in society for contributing to the transformation of the country through the training of differentiated professionals (Brasil Júnior, 2015).

On April 6, 2016, there was an important milestone in the history of MEJ: the

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enactment of Law No. 13,267, which started to regulate EJs from Brazil. The law mentions several objectives that they have, among them:

(...) stimulate the entrepreneurial spirit and promote the technical, academic, personal and professional development of its associate members, through direct contact with the reality of the labor market, developing consultancy and advisory activities for entrepreneurs, and entrepreneurs with the guidance of teachers and specialized professionals (Brazil, 2016).

The law started to recognize the Junior Company as an extension action: “The activities of the Junior Company will be inserted in the academic content of the higher education institution preferably as an extension activity” and mentioned the support that Higher Education Institutions (HEIs) should make their EJs available (Brazil, 2016).

The Censo & Identidade survey, prepared by Brasil Júnior (2015), shows that 73% of the EJs are linked to a Federal Public Education Institution and that around 99% of Brazilian businesses are formed by Micro and Small Companies (MPEs), and Micro Individual Entrepreneurs (MEIs). Thinking about this scenario of opportunities, junior entrepreneurs turned to that slice that impacts our nation so much.

As shown in the figure, 55% of the responding Junior Business customers are SMEs. Through this graph it is possible to observe that the MEJ directly impacts the Brazilian economy, since 93% of companies in Brazil are MSEs and that they generate around 50% of jobs and 27% of Brazilian GDP. MEJ today, as never before, has generated many results for the country.

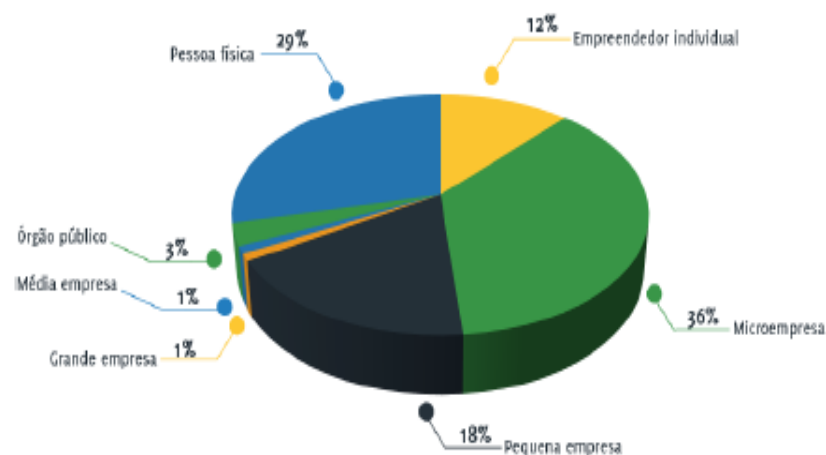


Figure 1: Junior Business Customers
Source: Brasil Júnior, 2015.

The Brazilian Junior Companies reached a margin of R \$ 11.1 million in 2016, representing a 50% growth in revenue, and 4,900 commercial projects, an increase of 80% compared to 2015. In addition, the number of Confederate EJs also increased to 440 and

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reached the mark of 217 high-growth EJs, accounting for more than 15,000 junior entrepreneurs.

2.1.1 UFSC Junior Companies

According to the Institutional Development Plan, UFSC was founded on December 18, 1960 and has a history dedicated to the formation of human beings. The social recognition it receives places it among the best universities in the country and in Latin America - the result of the commitment and dedication of its students, teaching staff and technical-administrative staff (UFSC, 2014).

UFSC was the pioneer in the foundation of Junior Companies in Southern Brazil. The “Junior Action” formed today by the Administration, Accounting Sciences, Economic Sciences and International Relations Courses was the first to be created in 1990, even before the creation of the Federation of Junior Companies of the State of Santa Catarina (FEJESC) in 1994. In its foundation, the company had the name “UFSC Júnior”, but soon changed it to “Ação Júnior”, thus giving the opportunity for new EJs to appear in the institution (UFSC, 2014).

Currently, the university has 20 federated, 5 non-federated and 5 initiatives, being present in all 15 teaching centers of the institution. The following tables were prepared based on data provided by FEJESC:

Table 2: Junior Federated Companies³ from UFSC

	NAME	FOUNDATIO N	EDUCATION CENTER ⁴	COURSES INVOLVED
1	Ação Júnior - Consulting company of UFSC students	nineteen ninety	CSE	Administration, Accounting, Economic Sciences and International Relations
2	Autojun - Junior Company for Development of Studies and Research in Control and Automation	1997	CTC	Control and Automation Engineering
3	C2E - Junior Electrical Engineering Consulting Company	1993	CTC	Electrical and Electronic Engineering

³ FEDERATED: Junior Company with all the documentation provided for in the EJ Seal of Brasil Júnior that went through the federation process to FEJESC.

⁴ Center for Agricultural Sciences (CCA), Biological Sciences Center (CCB), Communication and Expression Center (CCE), Health Sciences Center (CCS), Center for Legal Sciences (CCJ), Sports Center (CDS), Educational Sciences Center (CED), Center for Philosophy and Human Sciences (CFH), Center for Physical and Mathematical Sciences (CFM), Socioeconomic Center (CSE), Technological Center (CTC), Araranguá Center, Blumenau Center, Curitiba Center and Joinville Technological Center.

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4	Caltech - Junior Company Junior Food Consulting Corporation	2004	CTC	Food Science and Technology
5	Communicate! - Junior Company of Journalism	2010	CCE	Journalism
6	CONAQ - Junior Company of Chemical Engineering and Food Engineering	1992	CTC	Chemical Engineering and Food Engineering
7	EJEC - Junior Computer Engineering Company	2015	Araranguá	Computer engineering
8	EJEP - Junior Production Engineering Company	1991	CTC	production engineering
9	EJESAM - Junior Company of Sanitary and Environmental Engineering	1993	CTC	sanitary and Environmental Engineering
10	ENEjr - Junior Energy Engineering Company	2012	Araranguá	Energy Engineering
11	EPEC - Junior Civil Engineering Company	1992	CTC	Civil Engineering
12	ESATI - Junior Company Intermodal Technological Support Office	2013	Joinville	Aerospace, Automotive, Railway and Moverroad Engineering, Mechatronics, Naval, Infrastructure, Transport and Logistics
13	I9 Consultoria - Junior Mechanical Engineering Company	1995	CTC	mechanical Engineering
14	Integre Jr. - Engineering Consulting	2015	Blumenau	Materials, Textile and Automation Engineering
15	Locus Iuris - Junior Law Firm	2013	CCJ	Right
16	Nutri Jr. - Junior Nutrition Consulting Company	1995	CCS	Nutrition
17	Qualifon Jr. - Junior Speech Therapy Company	2015	CCS	Speech Therapy
18	Reaction Jr.	2015	CFM	Chemistry, Physics and Mathematics
19	Simbiosis - Junior Company of Biological Sciences	2004	CCB	Biology
20	Uipi - Junior Design Company	2011	CCE	Design

Source: prepared by the author (2017)

Table 3: Junior Non-Federated Companies⁵ from UFSC

	NAME	FOUNDATIO N	EDUCATION CENTER	COURSES INVOLVED
1	ANALIZE - Junior Agricultural and Aquaculture Advisory Company	2012	CCA	Agronomy, Zootechnics and Aquaculture
2	CONEVA Jr.	2014	Curitibanos	Agronomy, Rural Sciences, Forest Engineering and Veterinary Medicine
3	Emfisio Jr.	2015	Araranguá	Physiotherapy
4	Pixel - Junior Company of Information Systems and Computer Science	2013	CTC	Computer Sciences and Information Systems

⁵ NON-FEDERATED: Junior Company with all documentation provided for in the CNEJ (National Concept of Junior Company) that did not pass the federation process to FEJESC.

5	Tétis - Junior Oceanography Company	2009	CFH	Oceanography
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Source: prepared by the author (2017)

Table 4: Initiatives⁶ of Junior Companies at UFSC

	NAME	FOUNDATION	EDUCATION CENTER	COURSES INVOLVED
1	EJEN - Junior Nursing Company	-	CCS	Nursing
2	EJIFAR - Junior Pharmacy Company	-	CCS	Drugstore
3	Jr. Info	-	CED	Archivology, Librarianship and Information Science
4	Persona - Junior Company in Psychology	-	CFH	Psychology
5	Rastro - Junior Geology Company	-	CFH	Geology

Source: prepared by the author (2017)

In 2010, UFSC published Resolution nº 08 / CUn / 2010 which regulated the creation, recognition and operation of its EJs. The resolution defined a qualification process and disciplined the role of the University with the Junior Companies.

In 2012, the Junior Business Management Committee (CGEJ) was created, which currently comprises the dean of graduation, dean of extension, dean of student affairs, two professors who work in the administrative and / or accounting and legal areas, by a professor representing the University Unit who has the largest number of junior companies and by two student representatives from UFSC's EJs.

This committee has the purpose of monitoring the activities carried out by the students participating in the EJs and seeking that they are institutionalized, obeying the Resolution.

Recently Resolution No. 90 / CUn / 2017 was published, which provides for the regulation of the EJs and the functioning of the CGEJ, revoking the previous regulation of 2010.

Sangaletti & Carvalho (2014, p. 7) affirm that “in academic experience, going beyond theoretical knowledge acquired, looking for ways in which it can be applied in society in a practical way, can be considered one of the most important challenges of university life”.

2.2 THE CATARINIAN INDUSTRY

The Annual Industrial Survey - Company, PIA-Empresa, in its latest edition, showed

⁶ INITIATIVE: Group that has not yet reached the National Junior Enterprise Concept.

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that Brazil consists of 334.8 thousand companies, with 8.8 million people in the universe of extractive and transformation industries, with one or more people members (IBGE, 2014).

PIA-Empresa aims to “identify the basic structural characteristics of the business segment of industrial activity in the country [...]” (IBGE, 2014, p. 8).

According to data provided by the Santa Catarina Data Report, Santa Catarina's GDP is the sixth in Brazil, totaling R \$ 177 billion in 2012. The secondary sector has a 33.7% share, the tertiary sector 62.1% and the primary sector 4.3%. Santa Catarina is the second state with the largest share of the manufacturing industry in GDP (FIESC, 2015).

Santa Catarina has an industrial park with a prominent position in Brazil and its manufacturing industry takes the fourth position in the country in number of companies and the fifth, in number of workers (FIESC, 2015).

According to Saito (2016) in a survey conducted on the Industrial Concentration Index (ICI) in 2013, Santa Catarina stood out as the state with the largest number of industries in relation to its population, with an ICI of almost 0.29% exceeding more than four times the Brazilian average, as shown in the figure below.

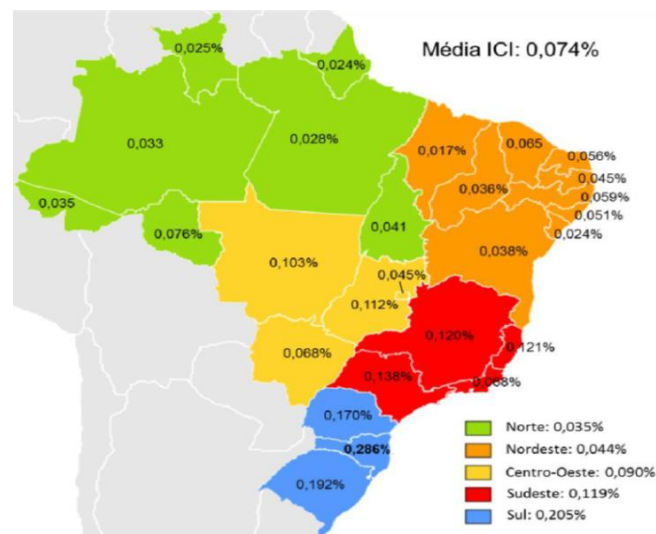


Figure 2: Industrial Concentration Index (ICI), in 2013.
Source: Saito, 2016.

The report “Santa Catarina em Dados” points out that the industrial economy of SC is characterized by concentration in several poles, which provides the State with a balanced development between its regions (FIESC, 2015).

Sector	Region
Technological	capital

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Metallurgy, machinery and equipment, electrical material, auto parts, plastic, clothing and furniture	North
Food and furniture	West
Logger	Mountain
Ceramic, coal, clothing and plastic disposables	South
Textile, clothing, naval and crystal	Itajaí Valley

Table 1 - Santa Catarina productive sector, by regions
Source: prepared by the author.

The food and textile segments are the most representative in the state's industrial economy. Santa Catarina is the largest pig producer, the second largest in the country and is also the leader in fish. In the textile and clothing industry it is the second largest hub in the country. The aeronautical and automotive industry is developing, attracting new investments to the State (FIESC, 2015).

2.2.1 SC's Future Bearing Sectors

The Federation of Industries of the State of Santa Catarina has the mission of promoting the competitiveness of Santa Catarina's industry in a sustainable and innovative way, and focuses on the introduction of a favorable business environment; technology and innovation for the Santa Catarina industry; quality of life and education for its workers (FIESC, 2013).

FIESC believes that the competitiveness of Santa Catarina's industries is directly related to education and has an action known as “The Industry for Education” that encourages the sector to invest in improving workers' education and professional qualification. The competitiveness of Santa Catarina's industries is reinforced through innovation and technology (FIESC, 2015).

Thinking about the future of Santa Catarina's industries, in 2013 FIESC launched a project called the Santa Catarina Industrial Development Program 2022 (PDIC). The following information was taken from this document, prepared in 2013.

The program presents a desired future vision until 2022, with short, medium and long term actions for the state, and aims to place Santa Catarina in a prominent competitive

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position, and the Santa Catarina industry as a protagonist of the State's development, in a articulation between companies, government, third sector and educational institutions. In order to achieve the objectives of the program, three major projects were created: Sectors with a Future for Santa Catarina Industry, Sector Strategic Routes and Masterplan.

Six sectors and areas were prioritized as bearers of the future in all mesoregions: Civil Construction, Energy, Environment, Information & Communication Technology, Health and Tourism. These sectors are characterized by having a diffusing effect on the others, being able to generate positive effects in the chain on the different economic activities.

The sectors of this group can be considered as inducers of state development, since, prioritized in all mesoregions, they are also drivers of other economic activities carried out in the state.

In addition to these six sectors, fourteen sectors and areas were identified as bearers of the future, based on the industrial characteristics and specificities of each of the regions of SC, they are: Aeronautical; Agrifood; Automotive; Capital goods; Biotechnology; Cellulose and paper; Ceramics; Economy of the Sea; Metal-Mechanics and Metallurgy; Furniture and Wood; Nanotechnology; Naval; Chemicals and Plastics; Textile and Clothing. These make it possible to position the state in an even more competitive way at the national and international level. Below is the mapping of sectors, by region:



Figure 3:Sectors Bearing a Future for the Santa Catarina Industry
Source: FIESC, 2013.

The present work will show, in sequence, the methodology used and the analysis of the areas of performance of UFJ's EJs in conjunction with the Sectors Bearing the Future. This study made it possible to identify the weaknesses and opportunities for the already consolidated EJs and to outline actions in order to stimulate the emergence of new ones, in order to strengthen the MEJ at UFSC.

3. METHODOLOGY

The research presented here is of a descriptive type with a qualitative and quantitative approach and it was carried out through the collection of data in specific documents and bibliographies of the theme, therefore, it is considered a documentary and bibliographic research.

Descriptive research is mainly aimed at describing the characteristics of a specific population or phenomenon or else the relationship between variables (Gil, 2002).

This work studied the Junior Companies of UFSC, more specifically, their areas of activity related to the trends of the Productive Sector of SC.

According to Lakatos and Marconi (2003), bibliographic research is used to capture the best references on the topic and is considered an indispensable source; documentary research, also called primary sources, is restricted to documents, written or not.

In order to substantiate the central idea of the article, complementary theories were recovered in bibliographies and reports on the topics covered, which enabled a contextualization regarding the industrial sector of SC and the Brazilian MEJ.

The documentary research took place through reports prepared by Brasil Júnior, FIESC, IBGE, FEJESC, UFSC resolutions and Law nº. 13,267; and bibliographic research, through books and articles that detailed and specified the theme, and which are available in collections on the internet and at the UFSC library.

The research approach took place through the qualitative and quantitative method:

The relationship between quantitative and qualitative (...) cannot be thought of as contradictory opposition (...) it is to be hoped that social relations can be analyzed in their most 'concrete' aspects and deepened in their most essential meanings. Thus, the quantitative study can generate questions to be deepened qualitatively and vice versa "(Minayo, 1993, p. 247).

Giddens (2012) states that it is possible to use the mixed method (quantitative and

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qualitative) in a research so that a better and greater understanding of the studied subject is possible.

The qualitative method was adopted to survey and obtain information in bibliographies and documents, and quantitative, in graphs and charts that provided data that provided greater precision and reliability to the study.

4. RESULTS

The study of the areas of EJs related to the sectors of PDIC 2022 was carried out based on the undergraduate courses that make up these associations, on the projects and services they provide to society and on the segments that characterize the sectors with a future, however, it is emphasized that many EJs can operate in more than one sector / area and the present research was based only on their main area, because for a more detailed study about it, it would be necessary to apply questionnaires directly to the EJs.

In view of the research carried out, it was firstly found that of the six sectors prioritized in all mesoregions of SC: Energy; Environment; Information & Communication Technology; Construction; Health and Tourism, only the latter does not have a specific EJ in the area at UFSC. The following information, related to the definitions of each sector, was taken from PDIC 2022.

The Tourism sector is composed of the following areas: Transport; Food and Rental; Travel and Events; Culture; Sport; Leisure and Environmental. The reason for the absence of an EJ linked to this sector is due to the fact that UFSC does not yet have an undergraduate course in the area, since the Energy sector that congregates the segments of energy sources; machines and equipment; energy concessionaires and traders; and services can be represented by the EJ of the Energy Engineering course.

The EJs of the Sanitary and Environmental Engineering courses provide services to the Environment sector, which covers the Water Collection, Treatment and Distribution segments; Sewage and related activities; Collection, treatment and disposal of waste; Materials Recovery; Decontamination and other waste management services.

The EJs of the Computer Engineering, Computer Science and Information Systems courses carry out work related to the Information and Communication Technologies sector, which includes the Telecom segments; Industry (hardware) and Software; and IT services.

The Civil Engineering sector is responsible for the Manufacturing of non-metallic mineral products segments; Construction of buildings; Infrastructure works; Specialized

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construction services; Architecture and Engineering Services; technical tests and analyzes. At UFSC, this area is represented by an EJ from the Civil Engineering course.

Finally, the Health sector comprises the following segments: Cosmetics; Perfumery & Personal Hygiene; Pharmsochemicals & Pharmaceuticals; Electromedical apparatus; Instruments, Utensils and Materials. UFSC has two EJs from the Chemical and Chemical Engineering courses that are present in this area, and an EJ initiative from the Pharmacy course.

The remaining fourteen sectors have at least three EJs each. The areas of Biotechnology and Nanotechnology have a wide range of segments and possibilities for action, and for this reason they can be present in all sectors with a future. On the other hand, the Pulp and Paper sectors; Ceramics; Naval; Textiles and Apparel are more restricted, with a smaller number of EJs, on average 2 for each sector.

The "Locus Iuris" Junior Companies in the Law and "Junior Action" courses in the Administration, Accounting Sciences, Economic Sciences and International Relations courses can perform projects for any of the twenty sectors mentioned.

5. CONCLUSION

UFSC was the precursor to MEJ in Southern Brazil in 1990 and currently has the largest number of EJs in Santa Catarina. The results presented show the relevance that the movement represents both for the student involved and for the environment where these associations are inserted.

The information collected points out that the growth of the Brazilian MEJ is evident: a greater number of EJs created and of students involved, a considerable increase in the number of projects and actions carried out and, consequently, in revenue, among others.

EJs are one of the examples of projects that can take place between university and company, bringing the knowledge produced within the Educational Institutions within reach of society. The Productive Sector of SC points out attractive data related to the growth of the economy and indicates the Sectors Bearing the Future for the Santa Catarina Industry.

In view of the survey presented, UFSC, through the performance of its EJs, is already present in practically all sectors identified by FIESC, however, MEJ at the university is still a movement that needs greater support to strengthen and then narrow relations between University and Company.

UFSC, through the Management Committee for Junior Companies (CGEJ) of the

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Dean of Extension (PROEX) and the Secretariat of Innovation (SINOVA), can plan strategies and actions to stimulate an increasingly effective participation of its students and teachers in EJs, and then strengthen the movement in the institution.

First, the university has 5 EJ initiatives, the CGEJ can play the role of guiding these towards obtaining institutional recognition.

For the growth of existing EJs and the emergence of new ones, PROEX and SINOVA should organize meetings, in the form of seminars, congresses, round tables and debates with the presence of experienced professionals so that in addition to discussing topics related to the area, it is possible promoting training with EJ teams.

UFSC also has the possibility of establishing partnerships with other state institutions in order to offer financial assistance to students participating in the movement, so that they obtain greater and better conditions to seek other ways of improving knowledge.

Finally, a factor to be considered is the creation of a space that is unique and exclusively for the work of the EJs, whether individually or collectively. The place would be interesting so that they could meet and carry out actions and projects together and still make the communication channel between external entities and the university more effective, aiming at strengthening and unifying the MEJ not only in the educational institution, but also in front of society.

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