

## **Editorial**

As you may already know, starting in 2007, the Brazilian Administration Review is published three times a year. Therefore, this is the second four-monthly edition of BAR. In this issue, five texts are made available to our readers and collaborators. In the first article, Jorge Carneiro, Angela da Rocha and Jorge Ferreira da Silva review the conceptual and empirical literature and propose a new analytical scheme that may serve as a standard for judging content validity and as a yardstick for drawing operational representations of the export performance construct. In the second text, Ana Lucia Guedes and Alexandre Faria propose an interdisciplinary approach that challenges the hegemonic influence of the globalist theory within the international management field, addressing the domains of management and governance by recognizing from a multidimensional perspective on globalization, the political and economic interfaces between public and private, and more specifically, between government and transnational corporations. To follow, Rene E. Seifert Jr. and Clóvis L. Machado-da-Silva analyze the strategies of internationalization of companies in the food industry in Paraná State, Brazil, demonstrating that internationalization is a strategic phenomenon cognitively mediated by the interpretive schemes of leadership in light of environmental pressures and the resources within organizations. In the fourth article, Denise Fleck has carried out a longitudinal multilevel analysis of two long-lived companies, identifying two different modes of organizational institutionalization: the reactive mode which gives rise to rigidity and resistance to change; and the proactive mode where agency plays a major role in organizational change and institutionalization. In the fifth and final text, Denize Grzbovski, Christiane Oliveira da Graça Amâncio and Elcemir Paço-Cunha aim to demonstrate the analytical power of the imagery concept for organizational analysis by building new reference pictures in the organizational culture, taking the imagery as a starting point, considering subjectivity as an object of the phenomenology investigation and imagery as an object of anthropology and sociology.

We hope you all find these articles interesting and enjoy this edition.

**Clóvis L. Machado-da-Silva**  
**Chief Editor**