

EDITORIAL

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The *RAE* internationalization process continues to move forward consistently. After launching a trilingual submission system, in 2009, we received some articles from abroad. Prior to that, authors had to know Portuguese in order to publish in *RAE*. In 2010, the situation was not much different; however, a few spontaneous submissions from Latin American and Iberian countries indicated we had room to expand our visibility beyond Brazil's borders, where we continued to have strong prestige, mainly due to the improvements obtained in evaluation periods.

In 2011, we celebrated 7% of foreign submissions. This number grew significantly in 2012, reaching 15% in that year. This figure seemed to be driven in the second semester by *RAE* being listed, for the first time, among journals with an impact factor on the Journal Citations Report (JCR). It was clear that we had achieved an important advance, but we had to articulate actions that would permit the consolidation of this internationalization process. We then announced calls for papers coordinated by committees comprised of international researchers, who took it upon themselves to promote *RAE* in their networks outside the country.

2013 has yet to end; therefore, we do not have yet all the final numbers for the year. However, until September, they indicate a consolidation of the level of international submissions. Although the journal is still for the most part Brazilian, *RAE* is clearly becoming an alternative for publication by authors from other countries. This contributes towards increasing the visibility of their works in Brazil while increasing the exposure of Brazilian studies abroad.

To deal with this new reality, *RAE* had to invest in its capacity to meet new demands and, currently, our team communicates with authors in their native languages. We have a trilingual website (Portuguese, English and Spanish) since August 2013, which has been improved continuously. We have also made grammar revision in our reviews in English and Spanish, making suggestions for improvements in evaluated papers clearer to authors who communicate exclusively in these languages.

However, we have a long way to go. The next important step is to renew our scientific committee in order to include a

bigger number of representatives from countries that have been growing their participation in *RAE*'s internationalization process. It is a careful and necessarily organic movement, since it is not sufficient to include names on the list, but rather to seek partners who understand our project and help strengthen it even more over the next two years.

In this issue of *RAE*, we publish five articles presented at the Latin American Retail Congress (CLAV-2012) promoted by the Center of Excellence in Retail (GVcev) at FGV-EAESP. The article "Retail: challenges and opportunities in emerging markets," written by the organizers of the CLAV/*RAE* Forum, draw reflections on the evolution and perspectives for studies in the area while presenting the five papers of CLAV-2012.

We also publish two other original papers: "Participating observation in information technology management studies in Brazil", presents essential elements of participant observation methodology and its application in information management studies, highlighting their main benefits, difficulties and challenges for adoption; and, "Guilty or innocent? Comments by Internet users about white-collar crime", a study of comments by Internet users posted in the news about white-collar crime involving slave labor and broadcast in the national electronic press.

The *pensata*, "How to resist linguistic domination and promote knowledge diversity?" completes the issue, signed by the professors Mario Aquino Alves and Marlei Pozzebon; and literature indications about "Marketing and social media" and "Decisions in extreme cases".

Pleasant reading!

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