

EDITORIAL

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This issue celebrates the anniversary of *RAE - Revista de Administração de Empresas* [Journal of Business Management]: 55 years of uninterrupted publication. The RAE has played a key role in developing the applied and academic field of management in our country by publishing research and practices in several areas of management, and contributing to the managerial profession, as noted by Bresser-Pereira (1966) and Bertero (1968).

March (2007) argues that time and location influence studies on management. The creation of the *Revista de Administração da Universidade de São Paulo* (*Journal of Management of the University of São Paulo* (RAUSP) in 1947, enabled the study of management in Brazil. The creation of the RAE, in 1961, helped organize several fields, such as marketing, finance, production and organizational behavior in the country (Tonelli, 2014), well before the institutionalization of academic research with the creation of the Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Management Graduate Studies and Research [ANPAD]) in 1976. After the war, the atmosphere was of prosperity, resulting in the establishment of several business schools to transform family-management into professional management and work around the personalism, which was the hallmark of management in Brazil. Conducting research in Brazil was not an easy task owing to several reasons: innovative topics, difficulty in promoting quality research in Brazil, and focus on the social development of the country (Schwartzman, 1979). Research in management, an area containing multiple perspectives, demanded substantial effort from the few graduate programs at the time.

From the beginning, RAE became a position to look on the world and act on it. If speeches are practices, as the constructionist approach proposed (Cunliffe, 2008; Spink, 1999), the journal has helped the spread of linguistic repertoires on administrative rationality and the values of management. Shenav (1999), while researching engineering journals in the United States from the late nineteenth century till the twentieth, showed that “the journals provided, filtered, and constructed knowledge about their organizational and technical world” (p. 213). The language used in those first journals actively and synchronously developed everyday management practices, the scientific field in management, and the managerial profession.

It is worth noting the ever-present guidance of the RAE. Several articles discuss the social context, the need for political positioning of entrepreneurs, inequality, and economic imbalance resulting from inflation, and critical articles that question the purpose of management and its applicability in underdeveloped countries (Tonelli, 2014).

The RAE has been a pioneer since its early years. From the perspective of internationalization, the journal has innovated and conducted many initiatives, such as a trilingual website, translation of the submissions and ratings system, later replaced by a worldwide platform, international call for papers, publishing articles in three languages and the increased participation of members of foreign institutions in the editorial board. In addition, the journal was included in several indexes and international databases, especially the Journal Citation Reports (JCR) and SCOPUS. The evolution of the journal’s impact factor in the JCR, between 2011 and 2016, with an increase from 0.213 to 0.408, deserves a special mention. As to the SCOPUS database, journal citation grew by over 380%

between 2010 and 2016, during which the self-citation index decreased from 27% to 13%, indicating that other journals monitored by the database have increased the use of *RAE's* articles as quoted references. The internationalization of the journal also brought other relevant outcomes, such as the increasing proportion of articles in foreign languages, reaching 90% in the first three editions of 2017, where 51% of the authors published in those issues were from abroad.

This commemorative issue features a special section with a paper by the former editor-in-chief of *RAE*, Professor Eduardo H. Diniz, relating his seven years of experience in the editorial management of the journal and his view on the international presence of Brazilian journals. Professors José Eduardo Ricciardi Favaretto and Eduardo Rezende Francisco carried out a study on the collection of more than 50 years of the *RAE*, using bibliometry, text mining, social networking, and geo-analysis to bring to the public the interesting results of more than 2000 papers published by the journal.

To celebrate this long and successful journey, we opened a new section in this issue: Perspectives. This section tries to present different views on the same subject by professors and researchers with a recognized presence in the field. For this issue, we invited Salomão Alencar de Farias from UFPE-PROPAD, editor of the *Brazilian Administration Review (BAR)*, and Rafael Alcadipani, from FGV EAESP, to address the topic of “Internationalization of Brazilian Journals.” Although with different approaches, the two articles show how, even today, it is difficult to perform research on management in Brazil, to compete in the international market of scientific production and contribute to the development of our country. These two articles relate to that by Professor Eduardo H. Diniz in the *RAE's* Special section.

To complete the issue, we include four articles in the areas of organizational studies, finance, marketing and teaching and research in management; an opinion article advocating the creation of a guide for articles' assessment in marketing and a book review of *Marketing discourse: A critical perspective*, by Per Skålén, Martin Fougère, and Markus Felleson. Finally, to provide bibliographic references for research methods, we will have in this issue a selection of books on experimental method and positivist-based qualitative research.

Enjoy!

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