

Editorial

Dear Readers,

I am happy to bring forth another set of six worthy contributions to the academy and managerial practice.

The first article (Perceptions of Justice after Recovery Efforts in Internet Purchasing: The impact on Consumer Trust and Loyalty toward Retailing Sites and Online Shopping in General, by Cristiane dos Santos and Daniel Fernandes) deals with the important issue of recovery from failure in services. It investigates the impact of perceptions of justice on customer trust and loyalty after recovery efforts have been made to ameliorate unsatisfactory Internet purchasing experiences. A model that encompasses evaluation of complaints handling, quality of prior experience, familiarity, trust, perceived value and loyalty is proposed and empirically assessed.

The second paper (Fostering Linkages between Transnational Corporations and Small to Medium-Sized Enterprises in Brazil, by Delane Botelho and Milber Bourguignon) discusses the role played by public programs in the development of business linkages between Transnational Corporations (TNCs) and Small and Medium Enterprises (SMEs) in a host country. This study gains relevance given that such linkages are argued to play an important role in economic development.

The third piece (The Influence of Adaptation and Standardization of the Marketing Mix on Performance: a Meta-Analysis, by Vinícius Brei, Lívia D'Avila, Luis Felipe Camargo and Juliana Engels) addresses a topic for which quite a lot of controversy can be observed in the literature: the performance impact of standardization vs. adaptation of the marketing mix to international markets. The study also presents preliminary evidence of the impact of each component of the marketing mix.

The fourth paper (Knowledge Transfer in Product Development: an Analysis of Brazilian Subsidiaries of Multinational Corporations, by Dusan Schreiber, Dalton Vilela Junior, Lilia Vargas and Antonio Carlos Maçada) discusses factors that have an influence on knowledge transfer. In particular, the study investigates the impact of IT tools, the role of the subsidiary, and the role of worker exchange programs.

The fifth paper (Work in Multidisciplinary Teams: a Study about Mobilization of Knowledge and Learning in an Organization of Complex Products, by Melissa Lucchi, Mônica de Fátima Bianco and Paulo Lourenção) examines mobilization of knowledge and learning in multidisciplinary teams.

The sixth paper (Performance Effects of Stakeholder Interaction in Emerging Economies: Evidence from Brazil, by Rodrigo Bandeira-de-Mello, Rosilene Marcon and Anete Alberton) explores interactions among community, government, top management, and employees. Findings indicate that stakeholders interacting in a contractual set yield synergistic governance structures that allow firms to gain more efficient access to external resources.

I believe that you will find these articles useful and pleasant to read.

For the sake of transparency, I would like to finish the present editorial with a note of clarification. Some of the readers may have noticed that one of the articles that had been published in the previous issue (8.2) was soon after withdrawn. The article violated the rule of

originality, since it was published at almost the same time elsewhere. Although BAR takes several precautions and also counts on the judgment of authors, the fact is that a complication could not be prevented in this instance. It is worth mentioning that the authors themselves took the initiative to inform BAR about the conflict, but did so only after the editorial process had finished and the 8.2 issue had already been published. Therefore, the authors' communication minimized, but did not fully avoid the problem. The article was immediately excluded and appropriate measures were taken.

With kind regards,

Jorge Carneiro
Editor-in-Chief