Honoring the Past, Embracing the Future

Ricardo Limongi[1] 🆔

[1] Universidade Federal de Goiás, Faculdade de Contabilidade Economia e Administração, Goiânia, GO, Brazil

It is with joy and a sense of responsibility that I assume the editorship of the Brazilian Administration Review (BAR) of the Brazilian Academy of Management (ANPAD). I am honored to continue the legacy of previous editors, who have established BAR as a benchmark in scientific research in business and public administration since 2004.

I have complete confidence in the continued support of the ANPAD community to expand the relevance of the BAR. Collaboration will be vital to fostering high-quality debates and strengthening our position on the global stage by raising research standards in business and public administration, ensuring that the contributions of articles have a meaningful impact.

Taking over the editorship at this time is challenging due to advances in artificial intelligence (AI) that offer new opportunities and challenges for our academic community (Hosseini et al., 2023). After all, we are at a time when AI is transforming scientific research by enabling greater speed in reading, gap identification, research problems, writing, data analysis, and other stages of research. However, we must reflect on the use of AI in scientific research, recognizing it as a means, not an end. AI should be seen as a tool that complements human capability, allowing researchers to focus on more complex and creative questions that cannot be automated (Ahmed et al., 2023).

Integrating AI into research requires a deep understanding of its limitations and potentialities and a critical and ethical approach to its application. To do this, teachers and students must insert AI into the materials and discussions of methodology, theory, and data analysis disciplines. Thus, the training of young researchers will include a critical view of the use of AI, enabling them to understand and apply it ethically. They must be trained to evaluate the results of algorithms, consider biases and ethical implications, and encourage a culture of critical reflection and responsibility in using these technologies.

Thus, this is an auspicious time to rethink the research process and improve our methodological skills. The rapid evolution of AI and other technologies provides a unique opportunity for researchers to reassess and reinvent their methodological approaches. We must embrace this change by incorporating new tools and techniques to enrich our research and broaden the scope of our investigations. Doing so ensures that we are at the forefront of scientific advancement and that our contributions are relevant and impactful (Mishra & Dey, 2023; Schauerte et al., 2023).

In addition, the application of AI in research should be guided by clear guidelines that promote transparency, reproducibility, and scientific integrity. The academic community should work collaboratively to establish norms that ensure that AI technologies are used to maximize their positive impact while minimizing risks and misunderstandings. In this sense, BAR will be committed to supporting discussions on the use of AI in scientific production, in line with ANPAD guidelines, to ensure that our research not only advances theoretical knowledge but also brings social and public benefits guided by solid ethical principles.

I am excited about the opportunity and challenge of leading BAR in this new phase. As editor-in-chief, I am responsible for fostering an environment of innovation, rigor, and academic excellence (Lim & Bowman, 2024; Sinharay, 2024). I am committed to promoting a culture of collaboration and continuous learning where researchers from diverse fields can come together to explore new frontiers of knowledge. By working together, we can overcome current and future challenges, raising the standard of research published in our BAR.

I invite all researchers to submit their work to our journal. BAR is an open and inclusive journal dedicated to disseminating high-quality research that contributes to business and public administration's theoretical and practical advancement. We want to hear your ideas, findings, and insights, and we will be committed to maintaining a fair, transparent, and rigorous editorial process. Your participation is critical to continue building a vibrant and innovative academic community. Together, we will continue to advance knowledge and contribute to management development. This is a time to come together and reflect on the impact of our work, not only in academia but also on society as a whole.

I am excited about the possibilities ahead and confident that, with everyone's support, BAR will continue to be a benchmark of excellence and innovation.

We look forward to your submission to BAR.

REFERENCES

Ahmed, A., Al-Khatib, A., Boum, Y., Debat, H., Gurmendi Dunkelberg, A., Hinchliffe, L. J., Jarrad, F., Mastroianni, A., Mineault, P., Pennington, C. R., & Pruszynski, J. A. (2023). The future of academic publishing. *Nature Human Behaviour, 7*(7), 1021-1026. https://doi.org/10.1038/s41562-023-01637-2

Hosseini, M., Resnik, D. B., & Holmes, K. (2023). The ethics of disclosing the use of artificial intelligence tools in writing scholarly manuscripts. *Research Ethics, 19*(4), 449-465. https://doi.org/10.1177/17470161231180449

Lim, W. M., & Bowman, C. (2024). Giving and Responding to Feedback: Guidelines for Authors and Reviewers. *Activities, Adaptation & Aging, 48*(1), 1-20. https://doi.org/10.1080/01924788.2024.2304948

Mishra, S., & Dey, A. K. (2023). Expectation of the Editors' from Hybrid Review Studies: Focus on Contribution. *South Asian Journal of Business and Management Cases, 12*(3), 243-252. https://doi.org/10.1177/22779779231217395

Schauerte, N., Becker, M., Imschloss, M., Wichmann, J. R. K., & Reinartz, W. J. (2023). The managerial relevance of marketing science: Properties and genesis. *International Journal of Research in Marketing, 40*(4), 801-822. https://doi.org/10.1016/j.ijresmar.2023.08.001

Sinharay, S. (2024). Remarks from the New Editor-in-Chief. *Psychometrika, 89*(1), 1-3. https://doi.org/10.1007/s11336-024-09970-9

Author
Ricardo Limongi ⓘ
Universidade Federal de Goiás, Faculdade de Contabilidade Economia e Administração
Rua Samambaia, s/n, Chácaras Califórnia, CEP 74001-970, Goiânia, GO, Brazil.
ricardolimongi@ufg.br