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**ADDRESS FOR CORRESPONDENCE**

Brazilian Oral Research  
Av. Prof. Lineu Prestes, 2.227  
Cidade Universitária "Armando Salles de Oliveira"  
05508-900 - São Paulo - SP - Brasil  
Phone number: (55-11) 3091-7810  
E-mail: [pob@edu.usp.br](mailto:pob@edu.usp.br)

**EDITORIAL PRODUCTION**

Ricardo Borges Costa

## EDITORIAL

### Evaluation and risks

Nowadays, society's evaluation of its institutions is well accepted as a permanent, but not as a punitive process.

The methodology to evaluate the success of an institution is specific to the institution's mission. For instance, the success or failure of an industry is determined by the consumers, who buy or reject its products.

The evaluation of a university is a process established and judged by the scientific community (endogenous system), and its good or bad impacts will be supported by the academic system itself. To date, there is no alternative process for the peer review methodology. This process is based on the assumption that the evaluator bears the "competent power to judge others".

The seriousness and impartiality of evaluations is essential to uphold the following important values: respect and teaching quality; standards of excellence in research; social responsibility regarding cultural and community activities; academic freedom and autonomy of the university. However, this academic responsibility does not prevent misconduct from few faculty members, who are occasionally presumptuous, arrogant or snobbish.

In general, society has a positive opinion about the performance of a university as a good environment for intellectual development and a reliable center to graduate competent students. The university, therefore, must maintain this opinion and improve its accountability. However, the situation is sometimes unfavorable and risks are present, as happens in cases of fraud involving faculty members. This jeopardizes the integrity of the university and gives the wrong impression that some can break collective rules seeking personal prestige and reputation. Reports about academic plagiarism of ideas and results and cases of fraud are increasing worldwide.

The evaluation process has merits and risks, but its final result represents an aggregation of many positive aspects. Among them we can highlight the existence of various scientific journals, responsible for publishing experimental and clinical research. However, to assure a journal's credibility the papers to be published must be submitted to a rigorous analytical and ethical evaluation by the editorial board. When this system and principles are not violated, the journal will deserve respect, and may accomplish its mission. The Brazilian Oral Research is an example of such a journal.

Flavio Fava de Moraes  
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