

EDITORIAL

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RAE's INTERNATIONALIZATION: THE PATH BETWEEN 2009 AND 2015

During EnANPAD 2015, held in Belo Horizonte last September, we met members of RAE's scientific committee to talk about actions that have been guiding our internationalization process since 2009. And there certainly were a lot of actions. During this time we invested in translating the submission system; we started organizing the calls for papers to involve international topics and committees; we began publishing articles in three languages and produced the first-ever edition of RAE totally in English; the journal entered the JCR index and we expanded the participation of members from foreign institutions on our scientific committee.

Now we can already quantify some results. In 2015 for the first time RAE is publishing more articles in English (48%) than in Portuguese (42%), accompanied by others in Spanish and French (6% and 4%, respectively). The institutional diversity of the authors also helps consolidate RAE's international positioning: more than 30% of the authors in 2015 are affiliated with institutions abroad, particularly from Spain (8%), from other European countries (8%), from the USA and Canada (6%), from Latin America (4%) and from Asia (3%).

Among the seven international forums published since 2011, the results of the so-called themed call for papers involving scientific committees with invited foreign members, 34% of the submissions came from outside Brazil. These forums meant that more than one third of the articles RAE has been able to publish were written by international authors. In the three other forums that are still ongoing and are likely to be concluded in 2016, 53% of the submissions are from non-Brazilian authors, which should contribute towards improving our internationalization rates in 2016 by even more.

These numbers also had an impact on the composition of our scientific committee, in which foreign participation was 10% in 2013, while today 27% of the scientific editors have links with international institutions. It is important to emphasize that whereas on the one hand the forums allowed us to get to know and work with invited international editors, some of whom became part of the permanent committee, on the other this also enabled these editors to get to know RAE better. We believe that this process leads to a more organic incorporation of foreign members on the committee than the simple indication of their name on a list just for "the sake of appearances". These committee members, who are also researchers, will tend to cite RAE more in their work in the future, and this will certainly have a positive impact on recognition of its relevance in the international academic community.

At our meeting in Belo Horizonte we also talked about the importance of keeping a strong feeling of collaboration between Brazilian journals in favor of greater international visibility for our scientific community. Using data taken from SciELO, we were able to prove that the potential entry of other Brazilian periodicals from the

Az/Qualis extract to the JCR database would immediately double RAE's impact factor in the JCR. This is explained by the fact that RAE is cited more by RAC, RAP, RAUSP, Cadernos EBAPE.BR, O&S etc. than by foreign periodicals. With more Brazilian periodicals on this important international database, we all gain more visibility and increase our potential for attracting foreign authors; and greater visibility for Brazilian journals will also contribute towards increasing the relevance of the whole of the Brazilian academic community.

This issue of RAE carries eight hither to unpublished articles. "Foco regulatório e consumo de bebida: reduzindo a intenção de beber e dirigir" analyzes marketing campaigns about drinking and relates them to the intention of the consumer to drive after drinking. "Grupo de discussão como prática de pesquisa em estudos organizacionais" discusses the use of the discussion group methodology for qualitative research, the aim being to use it in the Organizational Studies' area. "Internationalization of state-owned enterprises through foreign direct investment" proposes questions about the internationalization of state-owned enterprises and their impacts. "Praticantes da estratégia e as bases praxeológicas da indústria do management" examines the daily life of an organization in the sales sector and its influence on sustaining the management industry. "Empresa familiar, equipos directivos, diversidad y ambidiestría en las PyMEs" analyzes the management of Spanish family-owned enterprises and the impact the family character has on decision processes. "Ingresos netos del franquiciado: una señal para elegir franquicia en una crisis" discusses, by means of the Signal Theory, how franchise companies in Spain are chosen and acquired. "Estratégia socioambiental baseada em recursos e ambiguidade causal", excluding common topics, investigates the relationship between two constructs, competitive advantage and financial performance, and corporate socio-environmental strategy. "Percepção da presença dos outros consumidores e sua relação com emoções e valor hedônico de compra" investigates consumer behavior in a popular retail environment and how it affects the social context by way of people's emotions and hedonistic values.

Bringing this issue to a close are a book review of the book "A estetização do mundo: viver na era do capitalismo artista" and book recommendation regarding innovation in education and family business.

Enjoy your read!

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