

EDITORIAL

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RAE: CHALLENGES TO THE FUTURE

It is an honor to be chosen as the Editor-in-chief of *RAE-Revista de Administração de Empresas*, and I am delighted to assume responsibility for this task. I want to emphasize the great work that was done by Professor Eduardo Diniz, the Editor-in-chief of this journal for the last seven years. Considering both national and international scenarios, Eduardo introduced many changes that positioned *RAE* in a very good position in rankings of various quality indicators. In his editorials he debated business models in the area of scientific editing, questions of similarity and plagiarism, open access and internationalization. As a result of his consistent work *RAE* is currently classified as A2 in the CAPES assessment, indexed in Thomson Reuters' Journal Citation Reports® and carries publications by authors writing in Portuguese, Spanish or English. The debate about the question of the language used in the publications of Brazilian academic periodicals is controversial and this debate is still open at *RAE*. *RAE* has a printed edition for subscribers, but is available in its entirety on-line, where it receives an exceptional number of visits.

RAE has a team that manages all of the editorial flow of many publications: *GV-executivo*, whose focus, which has been remodeled, now publishes applied research, and *GVcasos*, which specializes in teaching cases. The team also supports the management of the editorial processes of a further two periodicals: *Journal of Operations and Supply Chain Management* (JOSCM) and *Cadernos Gestão Pública e Cidadania* (CGPC), which are coordinated by Editors-in-chief, Juliana Bonomi Santos and Mário Aquino Alves, respectively. I learned from Professor Diniz that sharing processes in a single organizational structure is called "publishing", which accompanies all the academic tasks of the editor-in-chief of *RAE*, before and after publication. My sincerest thanks to the team and to Professor Diniz for organizing all these activities.

Academic journals undeniably set the boundaries of a particular scientific field: what is published (and what is not) contributes towards providing direction for that which is understood by the word "academia", and the scientific production in administration has been both theoretically and methodologically challenged. This question is debated internationally, but it gains more dramatic nuances when dealing with the national scenario. This, however, should not discourage us; on the contrary, it makes the role of the Brazilian scientific community even more challenging. Post-graduate programs have a relevant role to play in the production of knowledge and journals have an essential function in its dissemination.

Since it was created in 1961, *RAE's* story in this process has been respectable and includes various voices that have been present throughout its existence. The successful course followed by the journal is due to the support it receives from *Fundação Getúlio*

Vargas and the *Escola de Administração de Empresas de São Paulo*. In addition to institutional support, we obviously have to highlight the role played by the community itself: the authors, reviewers and scientific editors and researchers that enrich the debate in the area. *RAE* needs to play an innovative role, opening up to identify opportunities and the interests of the researchers in various areas of administration. *RAE* must spread knowledge with researchers based on qualitative, quantitative or multiple method research, that should be vigorous in its formulation, bringing insights about organizational theories and practices and opening unexplored paths. Plurality of approaches promotes a freedom space that allows new ideas to flourish and progress to be made in the field. Carrying out research implies to assume risk and to be open to the unexpected ideas that could diverge of the established orders.

Even though the past is valuable, we need to think about the future of *RAE*. Our vision includes, first and foremost, maintaining the quality that always was its trademark, scientific rigor and relevance, factors that strengthen the field; and secondly, increasing its impact factor. We hope to receive the contribution of researchers for the publication of articles, forums and debates that enable to advance the frontiers of knowledge in administration. It is fundamental for us to contribute to ground-breaking thinking in the field.

I reaffirm *RAE's* commitment to ethical principles, to transparency in assessment processes and editing, to blind peer review, to theoretical and methodological diversity and the objective of contributing to scientific development in business administration in Brazil. May open, plural and democratic dialogue be always present among the multiple players of our community.

In this second issue of the year, we publish articles that mark the pluralistic orientation of the journal, with topics on strategy, organizational studies, marketing, human resources, entrepreneurship and others. Completing this issue is our traditional Essay section, with the provocative article "Green microfinance: A new frontier to inclusive financial services", by Rafael Magnus Barbosa Moser and Lauro Gonzalez; a review by Carlos A. Caldeira and David Kallás of the book "Good strategy/bad strategy: The difference and why it matters", written by Richard Rumelt; and bibliographic recommendations, which contain suggestions of books on crowdfunding by Wesley Mendes-Da-Silva and Cristiane C. Gattaz, and on international agreements by Prof. Silvio Miyazaki.

Enjoy your read!

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