

Producing a scientific journal is always a collaborative and evolutionary process involving multiple actors, such as authors, appraisers, editors, secretaries and production.

As a sign of this evolution, we are pleased to present the new deputy editor of *Revista de Administração*, which will contribute with its expertise and relationships in its area of competence: Prof. Dr. Luiz F. Mesquita, Associate Professor of Strategic Management at the WP Carey School of Business, Arizona State University. Prof. Mesquita has an extensive international teaching experience, having published in leading journals in the field, and will bring a significant contribution for the improvement of *Revista de Administração*'s content and for its internationalization.

In globalized society, the impact of scientific production depends on its spread on a large scale; for that, language barriers shall be minimized. English language has established itself as the lingua franca in our Administration and Accounting area, becoming critical for the internationalization of *Revista de Administração*, resulting in greater exposure of the authors to the international research community and attracting authors of this community. This change should not only reflect on the social value of production, but also in the evaluation of authors and journals by bibliometric indicators and their inclusion in repositories and indexes.

The *Revista de Administração* is adapting to this new reality through the decision to use the English language in its publications from the first issue of 2016, which requires all new submissions to be presented in English. The authors who submit their work into another language must also present the English version if the article is approved. Articles of authors currently in evaluation and appraisal process will also be asked to translate them into English.

This policy will be accompanied by targeted efforts to attract submissions from international authors of works aligned with the editorial line of *Revista de Administração* and to stimulate the construction of international partnerships of authors.

This new policy of *Revista de Administração* will also be accompanied by the transfer of production to an international Publisher that will add value through access to new channels of dissemination, improving production processes.

Following the general trend of digitization of scientific literature, *Revista de Administração* will no longer be presented in printed form as from 2016. For this reason, the magazine subscriptions are suspended. However, those who wish to print their copy can see in the site the complete information required for that.

In this issue, *Revista de Administração* has, in addition to the submissions of statistics, publications, authors and appraisers, articles with outstanding contributions in the areas of Sustainability, Marketing, Entrepreneurship, Public Administration and Human Resources.

We thank all our authors, appraisers, readers and contributors for their support during this year, wishing them happy holidays, many achievements in the New Year and a fruitful reading of *Revista de Administração*.

Prof. Dr. Nicolau Reinhard
Prof. Dr. Maria Sylvia Macchione Saes
Scientific Editors
Revista de Administração



CRENCIAMENTO E APOIO FINANCEIRO DO
PROGRAMA DE APOIO ÀS PUBLICAÇÕES CIENTÍFICAS PERIÓDICAS DA USP
COMISSÃO DE CRENCIAMENTO

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