

EDITORIAL

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NEW YEAR, OLD QUESTIONS ...

Pink tells a joke: “What are you going to do in the New Year?”, to which *Brain* replies: “The same thing I did last year, try to lose weight and get rich.” Jokes aside, what do we expect from this New Year? To continue receiving the excellent contributions of our researchers and count on the invaluable cooperation of our scientific editors and reviewers, who are essential for the continuity of *RAE*, with almost 60 years of uninterrupted publication has been fundamental to the construction of the academic field of Business Administration in Brazil (Tonelli, 2018).

However, one question worries us: what is the future of Business Administration journals in Brazil? To what extent does the publication of English-language journals impact this future? This is not a new issue. The topic has received the attention of Brazilian researchers for some time, either in debates at Brazilian congresses or in publications. If, on the one hand, publishing in English can provide great international visibility to the production of local knowledge, on the other hand, some researchers argue that this model leads to neo-colonization: in other words, new forms of control over and the submission of Southern people by and to the Northern models that restrict other ways of thinking (Alves & Pozzebon, 2013; Rosa & Alves, 2011).

Another phenomenon accompanies this process: when encouraged to publish in English, Brazilian authors may prefer to submit their articles to international journals, disregarding national journals (even those published in English). This ends up reinforcing a model of internationalization of national research, which does not necessarily contribute to the raising of the quality of national journals or the development of local knowledge (Alcadipani, 2017; Diniz, 2017; Farias, 2017).

Furthermore, Diniz (2017) points out that Brazilian articles in English, whether in national or international journals, may or may not be cited. With the aggravating factor that they cannot be read in our own country since only 5% of the Brazilian population has reasonably mastered the language. The quality of the articles, their presentation in English, and the co-authorship with foreign researchers are crucial for Brazilian researchers to become international references (Farias, 2017). Being an English-language journal does not ensure that a journal will be read or that its articles will be cited.

Another aspect pointed out by Farias (2017) is that most Brazilian journals do not favor the quality and visibility of the articles that they publish, either in English or in Portuguese. Although SciELO imposes criteria for the internationalization of Brazilian journals, they are not enough to ensure increased visibility. Besides that, other countries are competing globally; China, specifically, is being singled out as the model for science in the future (The Economist, 2019). Moreover, Fradkin (2017) shows that, at least in the area of Psychology, the publication of articles in English does not correlate with internationalization. We are facing a phenomenon that may have the opposite effect, further restricting the development of Business Administration science in Brazil, that could be disconnected to the social and practical issues that the country still needs to resolve.

Furthermore, most graduate programs in Brazil require a mastery of English reading skills but are far from working with the same scientific logic as the Northern countries (Alcadipani, 2017; Farias, 2017; Rosa & Alves, 2011). In addition to that, the Brazilian academia suffers from productivism and low scientific and/or practical contributions (Alcadipani, 2017; Bertero, 2011; Machado & Bianchetti, 2011).

In summary, several factors come together when it comes to predicting the future of Brazilian journals: the language issue, which does not necessarily lead to the greater visibility of journals; the academic productivism, and the structure of knowledge production in the country.

We are in a moment of transition—both in our journals and in the national and international geopolitical and economic scene—which does not yet allow us to be clear on the form that journals will take in the future. We hope that as we slowly go through the fog, as Paulinho da Viola says, we will see a promising future.

We invite our professors, researchers, and graduate students to read the articles in this issue: “Spirituality, moral conviction, and prosocial rule-breaking in healthcare” by Muhammad Ali Asadullah, Ifrah Fayyaz, and Rizwana Amin; “The social representation of cloud computing according to Brazilian information technology professionals,” by Gustavo Guimarães Marchisotti, Luiz Antonio Joia, and Rodrigo Baroni de Carvalho; “Factors related to the maturity of Environmental Management Systems among Brazilian industrial companies,” by Blênio Cezar Severo Peixe, Andréa Cristina Trierweiller, Antonio Cezar Bornia, Rafael Tezza, and Lucila Maria de Souza Campos; “Redemption constraints of Brazilian equity funds, liquidity of assets, and performance,” by Dermeval Martins Borges Junior and Rodrigo Fernandes Malaquias; the articles presented in the Perspectives Section: “Challenges of teaching strategy in professional masters and doctorate programs,” by Jorge Renato de Souza Verschoore; and “Teaching strategy in executive MBAs and professional master’s programs: The overlooked role of execution,” by Jorge Carneiro and finally, Daniel Chu in the Book Review Section brings a review of the book “Bad Blood: Secrets and lies in a Silicon Valley startup” by John Carreyrou. At the end of this edition, we present the editorial information of 2018.

Enjoy reading!

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