

Changes in the *Revista de Administração*

The Editorial is the medium through which the Editor keeps in touch with the community connected to the *Revista de Administração*, not only to discuss his vision of the area, highlight important items of the content, but also to draw attention to important changes in this relationship.

The academic life dynamics, with its social role, its dissemination means, its assessment processes etc., is closely linked to scientific periodicals, the publishing main channel of research results and, therefore, the primary source of information for the researchers scientific production assessment, as well as, in a circular logic, for the journal relevancy.

The areas of Administration and Accounting, assisted by the *Revista de Administração*, are highly globalized, counting on a community of researchers which far exceeds the boundaries of the Portuguese-speaking population. In this global community, the English language has turned to be the “lingua franca” of communication among researchers. Even the domestic authors, judging by the languages of the articles mentioned in their references, walk freely in this environment.

So that the *Revista de Administração* may contribute to greater impact of its authors, it will be necessary to turn its content more accessible to the global community, which, for the time being, has as its most effective way the use of English language.

Our academic community will know how to distinguish between the use of this language and the dominance of scientific paradigms coming from cultures of English-speaking countries.

Thus, the *Revista de Administração* is starting a gradual transition from the Portuguese language to the English language, with the target of, as from 2016, to publish the totality of its papers in English, while still maintaining titles, abstracts and keywords in Portuguese and Spanish to facilitate searches.

The articles that are currently in the assessment process will be, if approved, published in the language they were submitted. For new submissions, however, from now on preference will be given to articles written in English.

It is also underway the study about outsourcing the *Revista* printing to the system of “printing on demand”. Being so, the *Revista de Administração* will finish the subscriptions sale and will send the readers interested in acquire their hard copy to the accredited printing companies that will be displayed in due course. Readers with subscriptions in force will continue to be assisted in the current system until the end of the period.

This *Revista de Administração* issue brings, as usual, articles containing significant contributions to the area, and also thought-provoking reflections on the reading of the administrative process and the intervention in the organization.

We wish you all a fruitful reading and we hope to count on your cooperation in this new stage of the *Revista de Administração*.

Prof. Dr. Nicolau Reinhard
Scientific Editor
Revista de Administração



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

Este número contou com o apoio financeiro da Fundação Instituto de Administração.