








# Celebration Time: 20 Years of Brazilian Administration Review

Tomás de Aquino Guimarães<sup>1</sup> , Rogério Hermida Quintella<sup>2</sup> , Jorge Manoel Teixeira Carneiro<sup>3</sup> , Salomão Alencar de Farias<sup>4</sup> , Carlo Gabriel Porto Bellini<sup>5</sup> , Ivan Lapuente Garrido<sup>6</sup> , Ricardo Limongi<sup>7</sup> 

<sup>1</sup> Universidade de Brasília, Brasília, DF, Brazil

<sup>2</sup> Retired Professor, Universidade Federal da Bahia, Salvador, BA, Brazil

<sup>3</sup> Fundação Getúlio Vargas, Escola de Administração de Empresas de São Paulo, São Paulo, SP, Brazil

<sup>4</sup> Universidade Federal de Pernambuco, Recife, PE, Brazil

<sup>5</sup> Universidade Federal da Paraíba, João Pessoa, PB, Brazil

<sup>6</sup> Universidade do Vale do Rio dos Sinos, Porto Alegre, RS, Brazil

<sup>7</sup> Universidade Federal de Goiás, Faculdade de Contabilidade Economia e Administração, Goiânia, GO, Brazil

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**Corresponding author:** Ricardo Limongi, Universidade Federal de Goiás, Faculdade de Contabilidade Economia e Administração, Rua Samambaia, s/n, Chácara Califórnia, CEP 74001-970, Goiânia, GO, Brazil.

**Editor-in-Chief:** Ricardo Limongi  (Universidade Federal de Goiás, Faculdade de Contabilidade Economia e Administração, Brazil).

**Editorial assistants:** Eduarda Anastacio and Simone Rafael (ANPAD, Brazil).

The Brazilian Administration Review (BAR) has established itself as a cornerstone of academic excellence in business and public administration in Brazil and internationally. Over its two decades, the journal has evolved from an ambitious initiative to address the specific needs of the Brazilian academic community to a globally recognized platform for high-quality scholarly work. Since its inception, with two issues per year, BAR has shown remarkable growth in publication frequency and its reach and impact. This growth is reflected in our submission numbers, which have increased substantially each yearly. In this sense, this editorial reflects on the motivations behind BAR's creation, the challenges it has overcome, and its aspirations for the future, weaving insights from the experiences of its editors and the broader academic community.

BAR's journey began in 2003 during a conversation between Professors Tomás de Aquino Guimarães and Clóvis Machado at the EnANPAD conference. Recognizing the growing pressure to publish Brazilian research in English and enhance its visibility internationally, they envisioned a journal that could bridge this gap (Meneghini & Packer, 2007). Within eight months, their vision materialized with the launch of BAR in July 2004. Initially relying on invited articles under a friendly review process, the journal quickly transitioned to open submissions, establishing rigorous editorial standards and fostering a competitive environment for high-quality research.

Under Professor Clóvis Machado's leadership, the journal expanded from two to four issues annually by 2008 to accommodate increasing submissions. This growth underscored BAR's emergence as a leading journal for administration research in Brazil. The dedication of the ANPAD leadership, particularly during this foundational phase, ensured that BAR had the resources and institutional support to thrive.



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As BAR matured, it faced the challenge of distinguishing itself within a crowded academic landscape. Professor Rogério Quintella, who assumed editorship in 2009, prioritized reducing article evaluation times and integrating BAR into international indexing platforms like SciELO. These efforts enhanced the journal's credibility and set the stage for its integration into global academic networks (Mendes-Da-Silva, 2023; Rahal et al., 2015). During this time, the journal increased its issues yearly and introduced new editorial practices to align with international standards.

Professor Jorge Carneiro's tenure from 2010 to 2015 marked a period of consolidation and reflection. Carneiro emphasized the importance of a rigorous yet efficient peer review process, nurturing young scholars, and maintaining the journal's reputation for editorial excellence. Discussions about partnering with international publishers highlighted BAR's growing ambition, even as the journal remained firmly rooted in its mission to support the Brazilian academic community.

The period from 2015 to 2018, under Professor Salomão Alencar de Farias, brought technological and structural innovations. The adoption of ORCID identifiers, Creative Commons licensing, and modernized submission systems reflected BAR's commitment to staying at the forefront of academic publishing (Björk, 2017). Farias also navigated the complexities of promoting English as the lingua franca of academia in a predominantly Portuguese-speaking country. His editorial contributions articulated the importance of this transition, fostering greater acceptance among scholars.

Professor Bellini's editorship from 2018 introduced creative and forward-thinking initiatives, such as the 'Thinking Outside the Box' section, which provided a platform for unconventional and groundbreaking contributions. This period also saw a renewed focus on enhancing BAR's digital presence and visual identity, ensuring the journal remained accessible and relevant in an increasingly digital academic landscape. Bellini's participation in international conferences further solidified BAR's reputation as a global academic outlet.

The most recent phase, led by Professor Ivan Garrido from 2021 to 2023, has been characterized by a commitment to inclusivity and international engagement. Garrido's leadership saw the introduction of permanent associate editors, streamlined review processes, and policies to promote diversity and accessibility. Accepting Portuguese submissions with translations post-acceptance and featuring invited articles from international authors in collaboration with Brazilian researchers were significant steps toward expanding BAR's reach and influence.

Throughout its history, BAR has been a testament to the power of vision, collaboration, and perseverance. Each editor brought unique perspectives and strategies to address the evolving challenges of academic publishing, ensuring the journal's continued growth and relevance. The support of ANPAD, combined with the dedication of contributors, reviewers, and readers, has been instrumental in shaping BAR's legacy.

BAR has carved out a unique position in the academic publishing landscape by bridging Brazilian scholarship and the global academic community. Our decision to publish exclusively in English while maintaining strong ties to the Brazilian academic community has been instrumental in achieving this positioning. The journal has become mainly known for publishing high-quality research that (a) provides insights into Brazilian and multiple business contexts, (b) offers methodological innovations in management research, (c) contributes to theory development from emerging market perspectives, and (d) facilitates dialogue between Global South and North scholars.

A key factor in BAR's success is our dedication to upholding strict editorial standards supporting authors throughout the publication journey. Our acceptance rate of 16% showcases our high expectations and selective publishing strategy. Since 2004, the number of reviewers for our journal has grown active reviewers in 2024, representing institutions from 90 countries. This diverse group of reviewers guarantees that manuscripts receive thorough feedback from various viewpoints, improving the quality of our published work. With the efforts of our committed team, we have consistently shortened the average time from submission to the first decision with each edition.

Our download statistics present an equally compelling narrative of expanding reach and influence. The journal has experienced a substantial increase in article downloads. This increase in readership spans continents, demonstrating BAR's success in achieving its objective of international visibility for Brazilian research.

Throughout our journey, BAR has faced and overcome several significant challenges. To overcome the language barrier, many Brazilian scholars who were initially hesitant to submit manuscripts in English were supported through initiatives such as a translation support system, academic writing workshops, and detailed submission guidelines available in Portuguese and English. These integrated efforts fostered greater confidence and access to global academic platforms, strengthening the internationalization of Brazilian scientific output. Achieving international recognition demanded consistent and strategic efforts. Key initiatives included forging partnerships with international institutions, inviting esteemed scholars to join our editorial board, upholding stringent peer review standards, and securing inclusion in primary indexing services. These actions enhanced the journal's credibility and visibility within the global academic community. Embracing digital transformation required adapting to technological advancements while ensuring user

accessibility. This was achieved by implementing a robust online submission system, adopting early online publication to expedite dissemination, and integrating the journal with academic social media. These measures enhanced both the efficiency and reach of the publication process.

As BAR looks to the future, its vision remains rooted in academic excellence, innovation, and global engagement. By embracing interdisciplinary research, leveraging technological advancements, and championing diversity and inclusion, BAR is well-positioned to address the complex challenges of contemporary academic publishing. The journal's commitment to nurturing bold ideas and fostering collaborations ensures its continued impact and relevance in the educational community.

In celebrating this milestone, we honor the collective efforts of everyone who has contributed to BAR's success over the past 20 years. As we look forward to the next chapter in its journey, we invite the academic community to continue supporting and engaging with BAR so that its legacy of excellence will endure for decades.

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## Authors

### Tomás de Aquino Guimarães

Universidade de Brasília, Departamento de Administração  
Campus Universitário Darcy Ribeiro, CEP 70910-900, Brasília, DF, Brazil  
tomas.aquino.guimaraes@gmail.com

### Rogério Hermida Quintella

Universidade Federal da Bahia, Retired Professor  
Av. Reitor Miguel Calmon, s/n, Vale do Canela, CEP 40110-903, Salvador, BA, Brazil  
rhquintella@gmail.com

### Jorge Manoel Teixeira Carneiro

Fundação Getúlio Vargas, Escola de Administração de Empresas de São Paulo  
Av. 9 de julho, 2029, Bela Vista, CEP 01313-902, São Paulo, SP, Brazil  
jorge.carneiro@fgv.br

### Salomão Alencar de Farias

Universidade Federal de Pernambuco  
Av. Prof. Moraes Rego, 1235, Cidade Universitária, CEP 50670-901, Recife, PE, Brazil.  
salomao.farias@ufpe.br

### Carlo Gabriel Porto Bellini

Universidade Federal da Paraíba  
Campus I Lot. Cidade Universitaria, CEP 58051-900, João Pessoa, PB, Brazil.  
cgpbellini@gmail.com

### Ivan Lapuente Garrido

Universidade do Vale do Rio dos Sinos  
Av. Unisinos, n. 950, CEP 93022-000, São Leopoldo, RS, Brazil  
igarrido@unisinos.br

### Ricardo Limongi

Universidade Federal de Goiás, Faculdade de Contabilidade Economia e Administração,  
Rua Samambaia, s/n, Chácaras Califórnia, CEP 74001-970, Goiânia, GO, Brazil.  
ricardolimongi@ufg.br