

Academic production of Brazilian authors on internationalization: Balance of the publications in Brazil in the 21st century

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ABSTRACT

This paper presents an analysis of Brazilian scientific research on Internationalization of Companies, through a review of all the articles published in this area in journals classified by CAPES as Qualis A, from 2001 to 2014, and its comparison with certain indicators from other studies on academic research in Brazil and abroad, on internationalization as well as management themes in general. The analysis focuses on the themes addressed, the methodology used, the internationalization theories discussed and authorship demographics. It was found that possible differences may exist in Brazilian research on internationalization compared to how it is conducted in other countries in relation to themes, methodology and theories. In terms of authorship demographics, it can be seen that the contribution of public and private higher education institutions is in line with other areas. Lastly, possibilities are suggested for expansion of the study to better reflect Brazilian scientific production in Internationalization of Companies.

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1. Introduction

The expansion of postgraduate courses in management in Brazil, along with greater pressure applied by CAPES (Coordination for the Improvement of Higher Education Personnel), were factors that encouraged academic production and its systematic dissemination in nationwide journals of excellence (JABBOUR; SANTOS; BARBIERI 2008). This increase has led to the emergence of various balances of this scientific production, aimed at summing up the advances of academic research in the area of management. These balances were conducted in the area of organizational studies, marketing, strategy, finance, operations management, environmental management, people management, entrepreneurship, nonprofit sector and information systems (OGASAVARA; MASIERO, 2009).

Balances of scientific production in the area of management started being produced and disseminated before the 1990s, with research

pioneered by Siqueira (1988) and Machado-da-Silva, Cunha and Ambini (1990), in the areas of human resources and organizations, respectively, and disseminated in EnANPAD (National Meeting of the National Association of Graduate Studies in Management) (JABBOUR; SANTOS; BARBIERI, 2008) without much mention in the more prestigious journals. However, in 2003, RAE (Journal of Business Administration of EAESP-FGV) published a dossier with four balances of academic research in four distinct areas: marketing (VIEIRA, 2003), human resources (TONELLI; CALDAS; LACOMBE; TINOCO, 2003), finance (LEAL; OLIVEIRA; SOLURI, 2003) and operations (ARKADER, 2003). The journal's editorial presents the studies as having introduced the state-of-the-art of academic research in these areas in Brazil. Since then, virtually all areas of management have been mapped in articles in the journal, all framed within the RAE-Document rubric. Also in 2003, three more balances of Brazilian academic production were published: critical studies on

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management (ALCADIPANI; DAVEL, 2003), business strategy (BERTERO; VASCONCELOS; BINDER, 2003) and public administration (PACHECO, 2003). In 2004, another meta-study was published, once again on human resources (CALDAS; TINOCO, 2004). In 2005, the area of information systems was examined via a review of the scientific production (HOPPEN; MEIRELLES, 2005), as well as accounting (CARDOSO; MENDONÇA NETO; RICCIO; SAKATA, 2005), which appears again in 2009 (MENDONÇA NETO; CARDOSO; RICCIO; SAKATA, 2009). In addition to these studies, there was a paper published in RAC in 2008 by Jabbour, Santos and Barbieri on environmental management, and the paper presented in 2009 at EnANPAD by Ogasavara and Masiero, on the internationalization of Brazilian multinationals. The most recent production of studies on publication in administration includes traditional areas, such as marketing (ANDRADE; JOAQUIM; GOSLING, 2012), but also places emphasis on more specific focuses, such as RBV (FAVORETO; AMÂNCIO-VIEIRA; SHIMADA, 2014), quality in services (PEREIRA; CARVALHO; ROTONDARO, 2013), as well as analysis of journals (ARAÚJO; AZEVEDO; VIEIRA; NASCIMENTO, 2014). A non-exhaustive list of articles with studies and bibliometrics in the area of

administration can be found in Table 1, with the themes and parameters addressed.

The most common parameters of analysis in these meta-studies are the themes addressed and methodology used. Authorship (number of authors and/or name) and affiliation to academic institutions are studied. Some papers compile citations related to nationality of the authors, quality of sources, etc. Few studies are dedicated to presenting and analyzing the theories used in the selected articles.

The sources of the material analyzed are mostly the following journals: Journal of Business Administration (RAE), from EAESP/FGV, Journal of Administration of USP (RAUSP), and Contemporary Administration Journal (RAC), not always with justification of the choice. Other journals are also used as sources, always with justification by the evaluation received by the CAPES Qualis system (Classification A journals). Some studies examine papers presented at EnANPAD, in conjunction with journals or not. The time period most commonly analyzed is ten years, whether as a full decade or simply ten consecutive years.

Virtually all areas of administration have been covered in recent years with balances on the

Tab. 1
Articles with balances of academic production in Brazil

First author/Year	Area	Period		Publication				Parameters					
		1991	1999	RAE	RAUSP	RAC	Other	EnANPAD	Theory	Theme	Methodology	Author	Institution
Alcadipani, 2003	Critical studies												
Andrade, 2012	Marketing	2006	2011										
Araújo, 2014	Journals	2009	2011										
Arkader, 2003	Operations	1961	2001										
Bertero, 2003	Strategy	1991	2002										
Caldas, 2004	Human resources	1991	2000										
Cardoso, 2005	Accounting	1990	2003										
Favoreto, 2014	RBV	1997	2011										
Forte, 2010	Internationalization	2001	2006										
Hoppen, 2005	Information systems	1990	2003										
Jabbour, 2008	Environmental management	1996	2005										
Leal, 2003	Finance	1974	2001										
Martignago, 2013	Internationalization	2001	2010										
Mendonça, 2009	Accounting	1996	2005										
Ogasavara, 2009	Internationalization	2000	2009										
Pacheco, 2003	Public Adm.	1995	2002										
Pereira, 2013	Quality in services	1993	2011										
Tonelli, 2003	Human resources	1991	2000										
Vieira, 2003	Marketing	1991	1999										

Source: Articles cited, organization of the authors

academic production related to them, notably in articles published in the RAE, as shown in Table 1. The area of internationalization of companies has three articles: (a) Ogasavara and Masiero (2009), presented at EnANPAD, which analyzes articles dealing with the internationalization of Brazilian companies such as Ambev, JBS-Fribri and Vale; the authors analyzed the field using a bibliometric study, but limited themselves to studies that defined internationalization as a process carried out by companies that engage in Foreign Direct Investment (FDI); (b) Forte, Rodrigues and Oliveira (2010), which sought to describe the evolution of scientific research in international management in the Brazilian academic world, analyzing the papers presented at EnANPAD from 2001-2006, through collecting information, for each paper, regarding authorship, institution, state and theme; the authors ended by suggesting, among other actions, that future research on the subject include an assessment of the research

among others), a study is lacking in this area that reflects its high quality production published in more highly rated journals.

So, to meet this need and in an effort to expand the research on Brazilian academic studies related to internationalization, this paper addresses the following research question: what are the main characteristics of Brazilian academic production in the area of international management, in terms of methodology, theme and authorship demographics, found in Qualis A journals in the area of administration from 2001 to 2014?

2. Methodology

The academic production on internationalization of companies examined in this study consists of articles published in journals in the area of administration, Tourism Accounting, of CAPES (CAPES, 2014), classified in Group A, which totaled 56 journals.

Tab. 2
Journals examined

ISSN	Title	CAPES		SCImago		Google Scholar		Scielo	
		Qualis	SJR	Cites p/ Doc	Total cites	Index	Median	IF2	IF3
1807-7692	BAR - Brazilian Administration Review	A2	0,17	-	-	-	-	0,037	0,052
1808-2386	BBR - Brazilian Business Review	A2	-	-	-	-	-	-	-
0104-530X	G&P - Gestão & Produção (UFSCar)	A2	0,16	0,1	38	3	5	0,104	0,114
1984-9230	O&S - Organização & Sociedade	A2	-	-	-	-	-	0,108	0,103
1982-7849	RAC - Revista de Administração Contemporânea	A2	-	-	-	15	20	0,127	0,128
0034-7590	RAE - Revista de Administração de Empresas	A2	0,21	0,24	36	13	24	0,257	0,318
0080-2107	RAUSP - Revista de Administração da USP	A2	-	-	-	10	17	0,019	0,027
0034-7612	RAP - Revista de Administração Pública	A2	0,20	0,11	31	19	32	0,103	0,120

Source: Developed by the authors

methodology used for the papers, and that this be extended to papers from Qualis A and B journals; and (c) Martignago, Alperstedt and Cáro (2013), which mapped research in International Management from 2001 to 2010, but only in the annals of EnANPAD.

On the other hand, Splitter, Rosa and Borba (2012) examined 194 papers presented at EnANPAD between 2000 and 2011, classified as bibliometric studies, and did not register any on international management and/or internationalization. Bibliometric analysis, in turn, contributes to a deeper understanding of the quality of academic production in an area of knowledge, since it enables information to be extracted to evaluate the behavior of scientific research in the particular area (CAMPOS, 2003). Due to the emergence of graduate studies programs in International Management (ESPM and EAESP/FGV,

Only journals with classification A were chosen, due to the new classification guidelines of CAPES, which prioritizes publications at this level, aimed at enhancing national production (PNPG, 2013). In the first selection, journals were excluded from the subareas of medicine, health, engineering, nursing, psychology and the like, leaving 24 publications. Then, duplicates from the same journal with an ISSN for online and printed editions were excluded, resulting in 13 that were investigated. Ultimately, only eight Qualis A journals had articles on internationalization, all of which were classification A2. The electronic versions of some journals were not noted since: RACe only had seven issues from 2007 to the beginning of 2009 and the search on the RAC website only yielded articles from RACe; RAEe was incorporated into RAE in 2011 and the search on the

RAE website only resulted in articles from RAEe; RAUSPe only had two issues in 2008, and none had articles on internationalization.

The choice of journals, and not papers registered in the annals of EnANPAD, is due to the fact that CAPES does not consider academic production linked to the annals of congresses and events as qualified (JABBOUR; SANTOS; BARBIERI, 2008). In addition, critical balances made in recent years have generally avoided combining the review and analysis of papers published in EnANPAD and journals, since the volume of papers in any area of EnANPAD is greater than the sum in journals in any period, and the approval criteria for publication in journals is more selective and rigorous (TONELLI; CALDAS; LACOMBE; TINOCO, 2003).

After defining the sources of the material to be analyzed, the time period to be covered was established, as being from the beginning of the decade / century – from 2001 to 2014. This research period extends beyond the ten years commonly used in the meta-studies analyzed (ALCADIPANI; DAVEL, 2003; BERTERO; VASCONCELOS; BINDER, 2003; CALDAS; TINOCO, 2004; MARTIGNAGO; ALPERSTEDT; CÁRIO, 2013; MENDONÇA NETO; CARDOSO; RICCIO; SAKATA, 2009; TONELLI; CALDAS; LACOMBE; TINOCO, 2003; VIEIRA, 2003). According to Teóphilo and Iudíbus (2005), a time period of 10 years is sufficient to evaluate trends in an area of scientific production. In this study, the longer duration is for the purpose of including the period when the international management area in EnANPAD was created (in 2001), at which time the area received its own identity and was no longer one among other themes in the area of strategy. Consequently, the study was able to cover the entire period of greater publication growth in that area (FORTE, RODRIGUES, OLIVEIRA, 2010). Thematically, this period coincides with Buckley's conjecture (2002) that the prevalent themes at the time would be superseded by a new research agenda.

The articles were selected on the websites of the chosen journals. The search engines of the websites were used for the selection, using the most common words identifying the study topic, such as "internationalization", "multinational(s)", "subsidiary / subsidiaries", "globalization", in addition to the names of certain authors who wrote articles more often on internationalization, such as Ângela da Rocha, Eduardo Vasconcellos, Felipe Borini, Sérgio

Rezende, Fleury and others cited as being the most prolific in previous studies (OGASAVARA; MASIERO, 2009). The texts were evaluated by title, abstract and structure, for inclusion or not in the research corpus. Some texts were rejected, since they addressed subjects which, despite containing keywords, were not within the scope of the research, such as accessibility of scientific production, or meta-study of environmental management, for example.

The variables analyzed in this study are: (a) theme; (b) methodology; (c) authorship demographics; and (d) internationalization theories.

Tab. 3
Thematic categories

BUCKLEY, 2002	AMATUCCI, 2006a
FDI flows	INT - Internationalization Joint Ventures M&A Strategic alliances Entrepreneurship
Existence, strategy and organization of MNCs	MNM - MNC Management Corporate governance Finance and risk management Cross-cultural management International branding
Globalization and new forms of IB	ENV - Environment analysis Management of Human Resources. MNC-government relationship Theory and methodology Other

Source: Amatucci (2006a)

To classify the themes, we resorted to Amatucci (2006a), in a study that analyzed 199 articles on internationalization published in the Journal of International Business Studies (JIBS), from 2001 to 2006. In this study, the author adapts and expands the classification suggested by Buckley (2002), who classifies the internationalization research agenda according to era, study topics and most emphasized country or region. This results in three different agendas, namely: (a) Foreign Direct Investment flow (FDI), encompassing research and authors from the end of the Second World War to the 1970s, with a focus on the internationalization of American companies in Europe, Latin America and Canada; (b) management of multinational companies (MNCs), an agenda ranging from the 1970s to 1990s, with a focus on underdeveloped countries, Japan and the Asian Tigers; and (c) globalization since the mid-80s until the time of writing the article, in 2000, which deals with Eastern Europe, the Asian crisis and China. To

classify the themes of the articles analyzed, Amatucci (2006a) further develops the categories proposed by Buckley (2002), based on what the material provided, coming up with a list of 17 themes, which were then regrouped into three new categories, resulting in the taxonomy shown in Table 3.

The theme was identified by reading the abstract, literature review section or, when necessary, the introduction or entire article.

To classify the methodology variable, the criteria used were those adapted by Amatucci (2006b) from the study of Scandura and Williams (2000), which, in turn, was based on the paper by McGrath (1982), which defines eight research strategies. These strategies are classified according to particularity or universality of behavior, and the degree of obtrusiveness of the research, in addition to a third dimension: the extremes of realism, generality and

- Strategies which take place in unreal contexts: experimental simulation and laboratory experiments (maximum degree of control and precision);
- Strategies which take place regardless of the context, or even override it: surveys and judgment tasks (high degree of generalization);
- Strategies which take place without participants, where there is no behavior: formal theory and computer simulation.

To these eight pure strategies of McGrath, Scandura and Williams (2000) add another, dividing field studies between those which use primary data and those which use secondary data; they also include "literature review" in the "formal theory" strategy. Amatucci (2006b) also adds two more types that seek to capture the contemporary trend of combining, in the same study, quantitative and qualitative

Tab. 4
Research methodologies

ACRONYM	METHODOLOGY
THEO	Formal theory / literature review: development based on ideas with no relation to immediate empirical research; involves the inductive process;
SUR	Survey: quantitative surveys, whose data originates from questionnaires filled out by respondents, with or without the help of the researcher; context is neutralized;
LAB	Laboratory experiment: brings participants into an artificial arrangement, especially organized for research purposes; greater precision in measuring behavior;
EXS	Experimental simulation: researchers recreate the context of the phenomenon they wish to study; it has moderately high precision, realism, but low generality;
FS1	Primary field study (primary data): researchers go to the site to collect data; maximum realism, but low generality and precision;
FS2	Secondary field study (secondary data): researchers use data previously collected by another researcher, agency or government body;
FEX	Field experiment: researchers go to the phenomenon and perform a simulation with participants in the actual workplace; low generality;
JUD	Judgment tasks: participants are made to classify objects brought by the researchers; generally non-representative samples.
COS	Computer simulation: researchers create a model of the phenomenon and study the interaction between the variables; low precision, high generality and realism;
S&Q	Survey with qualitative techniques;
FSQ	Secondary field study with qualitative techniques.

Source: Amatucci (2006b), Scandura and Williams (2000), McGrath (1982)

precision, called the "three-horned dilemma". The eight types of strategies of McGrath (1982) are divided as follows:

- strategies which take place in the participant's own context: field studies and field experiments (have the maximum degree of realism);

strategies. The result is eleven different research strategies, as listed in Table 4.

The methodology was identified by reading the abstract, methodology section or, when necessary, the introduction or entire article.

For the authorship demographics variable some studies use the criterion of proportionality for the

authorship of articles (TONELLI; CALDAS; LACOMBE; TINOCO, 2003). However, since CAPES gives a full point for each author of an article, it was decided to assign one point to each author and each higher education institution (HEI). The identification of authors and institutions was on the first page of the articles, with the exception of older copies of the RAC, which used to present the qualifications of the authors in a separate section.

2.1. Theoretical review

Interest in the theme of internationalization is relatively recent in research in the area of administration. Until the 1990s, international business was the subject of sociology, economics and political science papers, often based on the "dependency theory" paradigm (BERTERO, 2006). Also according to Bertero (2006).

The explanation for the emergence of a specific area of interest in international management is due to the following factors:

- Growing number of Brazilian companies involved in international business in different ways.

- Increased importance of the Brazilian subsidiaries of multinational companies.
- Growing impact, since the 1980s, of the merger and acquisitions movement, where MNCs are particularly active as buyers and as sellers.
- Gradual overcoming of our historically constructed provincialism, which is beginning to decrease. (Slides 4 - 6)

The theoretical basis of studies on internationalization is eclectic and ethnocentric, notably in studies conducted in the United States (BERTERO, 2006). Forte, Rodrigues and Oliveira (2010) suggest using theoretical references of the thematic areas of Strategy in Organizations and Entrepreneurship of the ANPAD Strategy Division (VBR, Dynamic Capabilities, Market Processes, Hypercompetition). However, in 40 years of International Business studies, since the paper by Hymer, some theories have been consolidated and, today, are the basis of this branch of study (HEMAIS; HILAL, 2004).

Theories about the internationalization process can be divided into two main areas, representing very different approaches: economic and organizational

Tab. 5
Internationalization theories

	THEORIES	BORINI et al. (2004)	HEMAL; HELAIS (2004)	FORTE et al. (2010)	DIB; CARNEIRO (2007)	MARIOTTO (2007)
ECONOMIC	Internalization	Buckley; Casson (1976) Rugman (1980)	Buckley; Casson (1997)	Buckley; Casson	Buckley; Casson (1976, 1998) Teece (1981, 1986)	Buckley; Casson (1976); Rugman (1981); Teece (1985); Hennart (2001)
ORGANIZATIONAL / BEHAVIORAL	Transaction Costs	Williamson (1975)			Coase (1937), Williamson (1975, 1979)	Coase (1937); Williamson (1975)
	Eclectic Paradigm	Dunning (1981, 1993)	Dunning (1980)	Dunning	Dunning (1977, 1980 and 1988)	Dunning (1977, 1988)
	Market Power / Industrial Organization*	Hymer (1960) Caves (1971)*	Hymer (1960, 1970)	Hymer	Hymer (1960, 1976)	Hymer (1960) Caves (1971)
	Product Cycle	Vernon (1966)	R. Vernon (1966)	Vernon		Vernon (1966)
	Competitive Advantage	Porter (1990)				Krugman (1991) Porter (1990)
	RBV					Barney (1991)
	Uppsala School*/ Model**	Johanson; Vahlne (1977, 1990)*	Johansson; Vahlne (1977)*	Johansson; Vahlne*	Johanson; Wiedersheim (1975) Johanson; Vahlne (1977)**	Johanson; Vahlne (1977)**
	Networks*/Networks**	Anderson; Forgren; Holm (2000)* Johanson; Mattson (1986)**			Johanson; Mattson (1986)** Forgren (1989) Johanson; Vahlne (2003)*	Johanson; Mattson (1986)** Johanson; Vahlne (2006)*
	Nordic School*/ International Entrepreneurship**/ Subsidiaries***	Birkinshaw; Hood (1998)***	Andersson (2000)*	Andersson*	Andersson (2000)* Birkinshaw (1997)**	

Source: Amatucci (2006b), Scandura and Williams (2000), McGrath (1982)

(HEMAIS; HILAL, 2004). Several authors have sought to organize and list the theories, along with their main theorists. Borini, Coelho, Ribeiro and Proenca (2004) put forth the Prism of Internationalization, which explores the interaction between various theories

Identification of the theories was done by reading the references, only in relation to papers on internationalization – papers on methodology and other areas of study were not taken into account. To identify the theories in each article examined, one or

Tab. 6

Papers used to identify theories

Theories	Key paper(s)
Internalization	Buckley; Casson (1976, 1997)
Transaction Costs	Coase (1937) Williamson (1975)
Eclectic Paradigm	Dunning (1977, 1980, 1981, 1988, 1993)
Market Power / Industrial Organization*	Hymer (1960, 1970, 1976), Caves (1971)*
Product Cycle	Vernon (1966)
Competitive Advantage	Porter (1990)
Resource-Based View	Barney (1991)
Uppsala School* / Model	Johanson; Valhne (1977, 1990)*
Networks* / Networks**	Anderson; Forgren; Holm (2000)*, Johanson; Mattson (1986)**
Nordic School* / International Entrepreneurship** / Subsidiaries***	Andersson (2000), Birkinshaw (1997)**, Birkinshaw; Hood (1998)***
Institution-Based View	Mike Peng (2002, 2003, 2006, 2009)
Global Value Chain	Gereffi

Source: Prepared by the authors.

and models in order to explain the internationalization process of companies. Hemais and Hilal (2004) summarize the main theories of the internationalization of companies in a Table, where they endeavor to show that "the theories are much more complementary than opposing." Dib and Carneiro (2007) address six renowned theories on internationalization and their contribution to answering five basic questions: why, what, when, where and how companies internationalize; point out the descriptive and explanatory limitations of the theories in relation to the issues examined; and end by suggesting that a new general theory or specific theories would be needed to handle the increasing complexity and variability of the internationalization processes of companies. Mariotto (2007) describes the different theories with greater emphasis on the pioneer Hymer and on those which have an economic focus. T 5 summarizes the taxonomy of the various internationalization theories and papers considered by authors for their analyses.

The Institution-Based View, whose main author is Mike Peng, and the Global Value Chain, especially the work of Gary Gereffi can be added to these approaches.

at the most two papers considered fundamental by the authors cited in Table 5 were selected. This categorization is presented in Table 6.

The categorization of theory, methodology and taxonomy of internationalization was performed by two of the authors; when there was disagreement, the judges discussed it until reaching a consensus.

3. Results

3.1. Description of the Sample

The search on the websites of the journals yielded 80 articles, through the characteristics (words and authors) chosen for the study. These 80 articles were produced by 127 different authors, belonging to 51 educational and research institutions. Collaborative work was the most common: only 14 articles had a single author; the most common were articles written in teams of two (38 articles); there were 19 articles with three authors; and nine were written by four or more authors. It was not possible to detect through the articles the relationship between authors, whether advisor / advisee in graduate studies programs, research group or other.

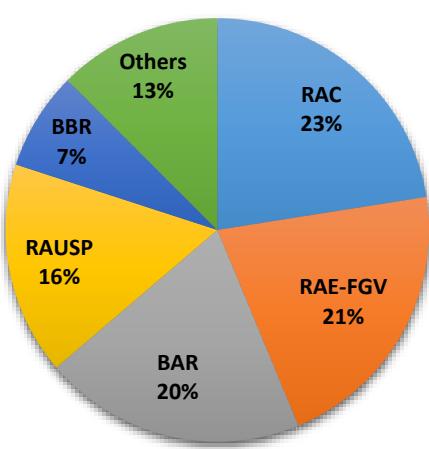


Figure 1: Articles by journal (*Others: GP, OS, RAP)
Source: Prepared by the authors

Figure 1 shows that the most active journals which published themes on internationalization were RAC and RAEFGV, with almost one half (44%) of the articles from the period.

Figure 2 demonstrates a certain growth trend in the publication of articles on internationalization. During the first five years of the period studied, the annual average was slightly over two articles (2.4); in the last nine years this average exceeded seven (7.6) articles. This increase can be attributed to the inclusion of publications on internationalization in

RAE/FGV and BAR. The year with the largest number of publications was 2010, with 13 publications.

3.2. Themes

The thematic areas that predominate in Brazilian academic production are INT and MNM, with 41% each (Figure 3). INT is classified by Buckley (2002) as FDI Flow and by Amatucci (2006a) as Internationalization. In Buckley's taxonomy, this study topic primarily explains the post-war investment flow from the United States to Europe, which was dominant until the 1970s. The area of MNM explains the strategy and organization of foreign multinational companies and was predominant from 1970 to 1990. The least studied thematic area in Brazil (ENV 18%) – considered by Buckley (2002) as the most dominant category at the time he wrote his article – deals with joint ventures, meanings of globalization, competitiveness, etc., and, nevertheless, is ready to be superseded by a new research agenda. In the study by Amatucci (2006a) with articles from JIBS, the distribution of the thematic areas is substantially different: INT 29%; MNM 42%; ENV 29%

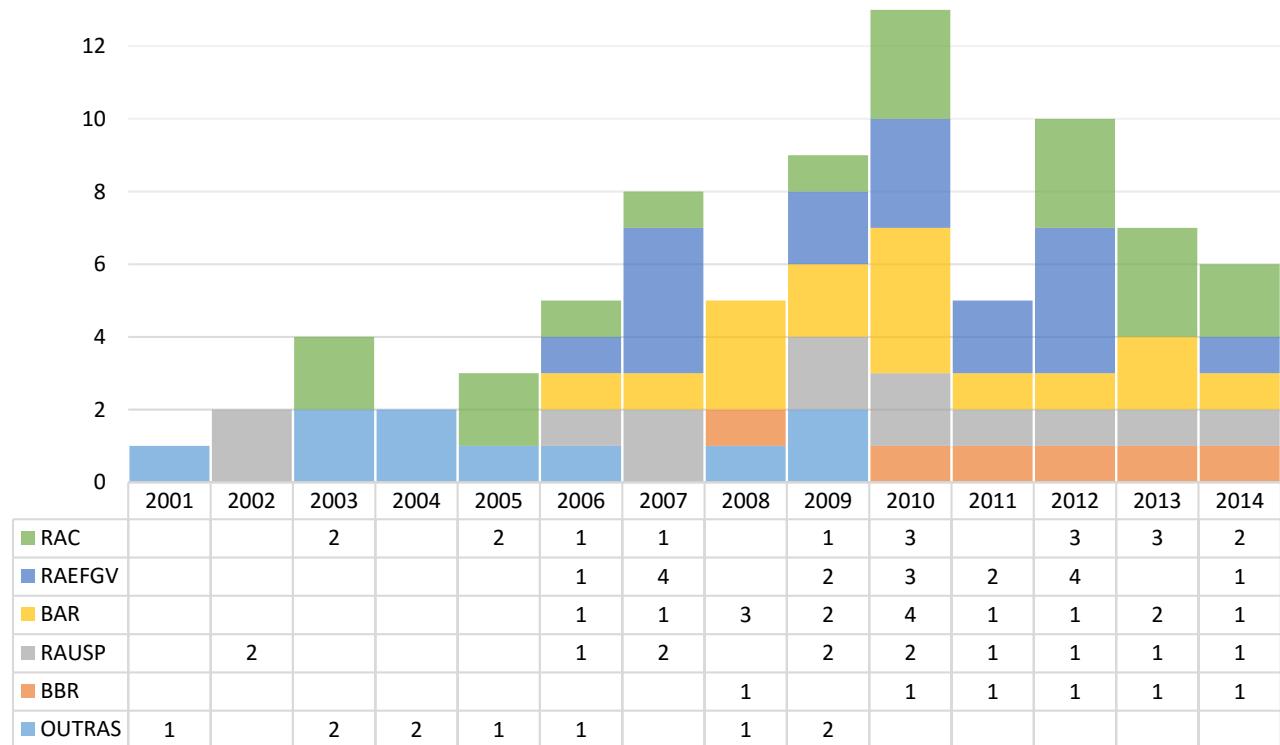


Figure 2: Annual production
Source: Prepared by the authors

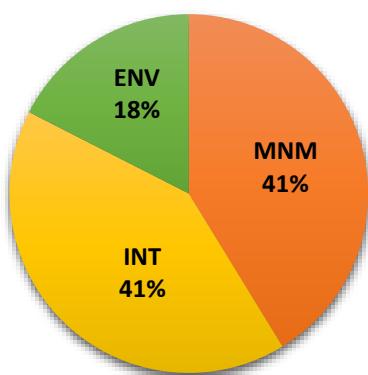


Figure 3: Thematic categories (INT: Internationalization; MNM: Multinational management; ENV: Environment analysis)

Source: Prepared by the authors

3.3. Methodology

Almost one half of Brazilian academic research on internationalization (46%) uses the primary case study methodology (Figure 4). This result confirms the suspicion in Forte, Rodrigues and Oliveira (2010), that most papers use this methodology (together with "descriptive exploratory studies"). At the international level, Amatucci (2006a) noted a higher use of surveys in the 199 articles that he researched in JIBS, corresponding to 35% of the papers, compared with 22% in Brazil. The survey of Scandura and Williams (2000) done with 385 articles published in three of the most prestigious American journals in the period from 1995-97, however, found that the importance of surveys was considerably less (4%), but much higher for field studies (68%), even higher than in the Brazilian survey.

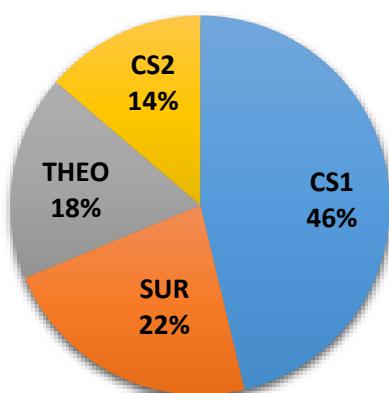


Figure 4: Methodology (CS1: Case study – primary data; SUR: Survey; THEO: Formal theory / literature review; CS2: Secondary data study)

Source: Prepared by the authors

3.4. Theories

The theories most often used in Brazilian academic production to explain internationalization processes are evenly divided between those classified as behavioral and economic, with a slight predominance in the first category: Uppsala, Entrepreneurship and Networking. Figure 5 presents each theory separately – if considered as a group, behavioral theories represent 46% of the publications (Figure 6). Studies based on economic theories account for 44% of the total and 10% have no connection with either of these two major groups.

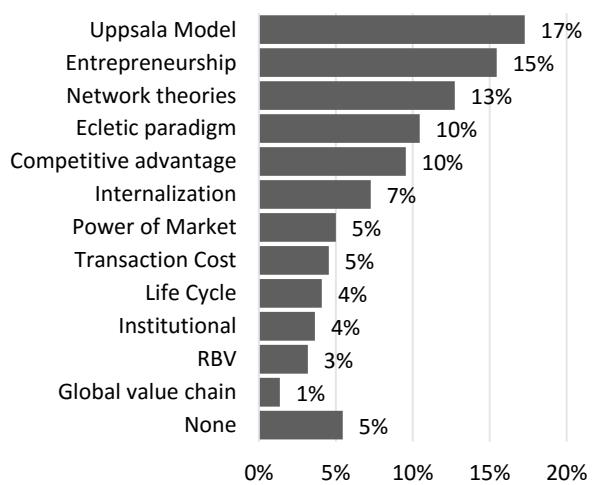


Figure 5: Theoretical references to Internationalization - % number of citations

Source: Prepared by the authors

In the international academic world, however, economic-based studies (46%) are much more frequent than behavioral-based ones (25%) (Amatucci, 2006a).

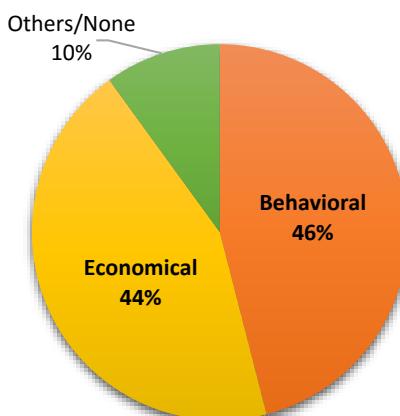


Figure 6: Internationalization - theory groups

Source: Prepared by the authors

In addition, Mariotto (2007) cites on page 69 of his book the article from 1991 by Barney on RBV – resource-based view ("Firm resources and sustained competitive advantage – Journal of Management) as being one of the most cited in all business literature. Also according to Mariotto (2007), the extensive use of RBV in international business is not surprising, considering the central role that certain resources play in MNC theories. However, this article by Barney only represents 3.2% of the citations found in only seven articles. In turn, the citations of Institution-Based View and Global Value Chain – which could be related to ENV, the most current according to Buckley (2000), corresponds to only 5% of the citations.

3.5. Authorship demographics

The number of articles was counted according to the criteria set forth in the Methodology section. The author's HEI affiliation refers to the most current one, according to the Lattes curriculum.

Tab. 7
Authorship

Authors	Articles	ERI
REZENDE S F L	12	PUC/MG
BORINI F M	8	ESPM
VERSIANI A	8	PUC/MG
BOEHE D M	6	Adelaide
FLEURY M T L	5	EAESP/FGV
OLIVEIRA JR M M	5	FEA/USP
RODRIGUES S B	3	FUMEC
SHENG H H	3	EAESP/FGV

Source: Prepared by the authors

The 80 articles analyzed were written by 127 different authors, belonging to 51 Higher Education Institutions (HEI). The eight most prolific authors are in Table 6 with the number of articles in which they appear as authors. The other 119 produced two (11 authors) or only one article (108 authors). Of the most prolific, only one is from a public HEI, with four from private HEI, two from religious institutions and one from outside Brazil. Of the 51 HEI that appear in the authorship of articles, a group of six account for the highest production.

The same HEI in Table 8 appear in the study by Forte, Rodrigues and Oliveira (2010), with the exception of ESPM, which launched its graduate studies program in International Management in 2010, and from then on starts to show up on publication lists.

Tab. 8
Higher Education Institution (HEI)

HEI	Articles	HEI	Freq %
PUC MG	26		
FEA USP	20		
EAESP FGV	16		
ESPM	13		
UFRGS	7		
UNISINOS	7		
More productive	6		12%
5 or 6 articles	3		6%
3 or 4 articles	11		22%
1 or 2 articles	31		61%
Total	51		

Source: Prepared by the authors

The institutions to which the authors belong were classified as public, private or religious, according to the definition set forth in Articles 19 and 20 of the Law of Guidelines and Bases of Brazilian Education (BRASIL, 1996). The results are found in Figure 7. The largest number of articles originate from public institutions (44%), followed by private (34%), and religious with only 14% of the publications, although they have some of the most prolific authors.

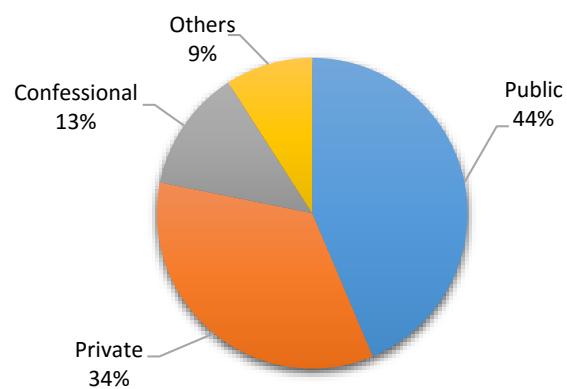


Figure 7: Type of HEI of the authors
Source: Prepared by the authors

The study by Forte, Rodrigues and Oliveira (2010), on articles presented at ANPAD events, also indicates a significantly higher number of public institutions (39%).

4. Final considerations

Academic production on internationalization in Brazil has grown when compared to the start of the 21st century, notably from 2006 to 2009, and from that time on the annual number of articles stabilizes. This growth can be attributed to: increased number of journals (BAR); traditional journals (RAE/FGV) starting

to publish articles on internationalization; and the emergence of new graduate studies programs in International Management (ESPM). The production is concentrated among few authors and institutions with a large number of authors who publish only one article and no longer continue to publish, which can be considered an indicator of a study area that has still not matured (SPLITTER; ROSA, BORBA, 2012).

In terms of content, some issues can be raised as a conclusion to this study.

First, the least frequent themes are analysis of the environment and globalization studies (18% of the articles), whereas in articles published in the Journal of International Business Studies they are responsible for 29% (Amatucci, 2006a). In 2002, Buckley (2002) forecast that these themes would be overtaken by others, but here in Brazil national production in this regard has still not been developed. This finding could indicate that, rather than being a possible shortcoming on the part of the Brazilian academic community, it reflects the reality of the country, because this research agenda touches on issues such as meanings of globalization, competitiveness and other issues, far beyond the stage of local companies, in an economy closed to international trade.

Second, the methodology used differs from studies on administration. In an international study (SCANDURA, WILLIAMS, 2000) surveys represented 4% in research on general management topics, whereas in this study they totaled 21%. On the other hand, in reference to articles from JIBS, this figure was 35% (Amatucci, 2006a). This may indicate that research on internationalization may have an intrinsically different nature than general studies on management insofar as surveys.

Third, the use of theories in Brazil differs from the international academic community. "Behavioral" theories are more used here (46%), while in the international academic community "economic" theories prevail (46%) (Amatucci, 2006a). This may related to a higher frequency of case studies in Brazilian research (46%). The study of the theories found in the literature examined is one of the contributions of this study, since this type of approach is not common when doing a literature review of an area of administration.

However, limitations of this research should also be pointed out.

The first is that the sample was limited in terms of number of journals, which enabled an evaluation of this group – significant in terms of quality, although small in size – but it is not possible to draw a broader and more precise picture of Brazilian academic production related to internationalization of companies. To achieve this objective, the research would need to be expanded to include journals classified by the Qualis system as B1, B2 and B3, as well as include, with different weighting, papers presented in conferences.

The second limitation is the small basis of comparison, to obtain a perspective on research in the area of internationalization compared to other areas of administration and also with research on internationalization in other academic contexts.

Publications by Brazilian authors in international journals were also not included, which could mean that the scope of Brazilian academic production is larger, with the area of internationalization being more conducive to such articles.

These limitations indicate, at the same time, possible future developments of this research.

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Produção acadêmica de autores brasileiros sobre Internacionalização: Balanço das publicações no Brasil no Séc. XXI

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RESUMO

Este artigo apresenta uma análise da pesquisa científica brasileira em Internacionalização de Empresas, mediante a revisão de todos os artigos publicados na área nos periódicos classificados como Qualis A pela CAPES, no período de 2001 a 2014 e sua comparação com alguns indicadores de outros estudos realizados sobre a pesquisa acadêmica no exterior e no Brasil, tanto em internacionalização quanto em temas da administração em geral. A análise se concentra na temática abordada, na metodologia empregada, nas teorias sobre internacionalização discutidas e na demografia autoral. Constatou-se que há possíveis diferenças na pesquisa sobre internacionalização brasileira em comparação à que se pratica em outros países em relação a temática, metodologia e teorias. No âmbito da demografia autoral, aponta-se que a contribuição das IES públicas e privadas encontra-se em linha com outras áreas. Sugerem-se, ao final, possibilidades de ampliação do estudo para melhor refletir a produção científica brasileira em Internacionalização de Empresas.

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