Article

ACADEMIC PRODUCTION OF *INTERNEXT* JOURNAL 2006-2013

Henrique Cesar Melo Ribeiro[1]

Abstract: The aim of this study was to investigate the profile and standard of academic production of the *Electronic Journal of International Business* at ESPM from 2006 to 2013 through its scientific publications. The method employed the techniques of bibliometric analysis and social networking through bibliographical research and descriptive statistics of 121 identified articles. There was a predominance of articles published in partnership, specifically with two authors; Walter Fernando Araujo Moraes and Flavia Luciane Scherer were the most prolific researchers; ESPM (SP) was the HEIs that published the most articles and had the highest degree of centrality; there was a low density of co-authorship networks and HEIs; Flavia Luciane Scherer was the writer with greatest degree of centrality. The majority of studies used qualitative analysis and the topic of internationalization was the most published, appearing in 32.23% of the 121 investigated papers.

Keywords: Academic production; Bibliometrics; Electronic Journal of International Business of ESPM.

---

[1] PhD in Business Administration (Universidade Nove de Julho – UNINOVE). Professor at Universidade Nove de Julho – UNINOV Post Graduation in Administration Program, São Paulo, SP, Brasil; e-mail: hcmribeiro@hotmail.com

Introduction

The investigation of academic production is a preponderant factor to verify the inherent attributes considered in these researches, such as their scientific quality (RESENDE et al., 2012). Scientific journals are means of disseminating information, are characterized by adding new information from various academic areas to the memory of scientific knowledge, formalizing it, and legitimizing it in academic literature (ÁVILA, 2006). A strong relationship between academic production and scientific journals exists, because the main purpose of these academic studies is being directed towards these journals, enabling the development and improvement of intellectual knowledge structures (BEUREN; SOUZA, 2008).

Academic journals are also significant because they represent mature scientific articles (BATISTELLA; BONACIM; MARTINS, 2008). Journals are classified into different categories, ranging from A1 to C, based on criteria that includes the composition of the editorial board, endogenous production, editorial management, indexing, among others things (ROSSONI; GUARIDO; FILHO, 2012). Of these, A1 to B2 journals are stressed because they are indexed and have a high impact factor (PARISOTTO, 2012).

We would like to focus attention on the *Electronic Journal of International Business* (*InternexT*) from the Superior School of Advertising and Marketing (ESPM) established in 2006. Under the new classification of the *Qualis* of CAPES (2010-2012) released in 2012, it received the categorization B2 (CAPES, 2013). As noted earlier, the journal began publication in 2006, and by 2013 121 articles (eight volumes) had been published. This journal proposes "[...] an academic vehicle for production in the area of International Management" (InternexT, 2013, p. 1).

Importantly, the process of analyzing academic production and its various dimensions can be observed using bibliometrics (BATISTELLA; BONACIM; MARTINS, 2008), sociometry (social networks) (MELLO; CRUBELLATE; ROSSONI, 2010). These tools are the most useful and common ways to investigate academic research production.

In Brazil, there is much scientific research from Administration; however, investigating the profile and standard of academic production of *InternexT* at ESPM from 2006-2013 through their scientific publications has not yet been done, and will therefore form the main objective of this study. The research question that guided this study is: What is the profile and standard of academic production of the *Electronic Journal of International Business* at ESPM from 2006-2013 based on their scientific publications? This work is justified by the fact that we believe that knowing and mapping published academic papers in a given area through systematic reviews is one way to enable the evaluation of these publications and the area in question (CARDOSO et al., 2005).

Some national and international studies with this focus have been published in Administration: Hoffman and Holbrook (1993), Ramos-Rodriguez and Ruíz-Navarro (2004), Mcmillan and Casey (2007), Robertson (2008), Fernandez-Alles and Ramos-Rodriguez (2009), Amatucci (2010), Durisin, Calabretta and Parmeggiani (2010), Borba, Hoeltgebaum and Silveira (2011), Calabretta, Durisin and Ogliengo (2011), Ferreira et al. (2011), Francisco (2011), Mascarenhas, Zambaldi and Moraes (2011), Bortollossi and Sampaio (2012). And in accounting, Leite, Filho, and Siqueira (2007), Espejo et al. (2009), Perdigão, Niyama, and Santana (2010), Brunozi Júnior et al. (2011), Souza et al. (2012), and

Ribeiro (2013). In section 2.1 of this article, what each of these studies addresses will be summarized, and will show that these types of research are evolving (FRANCISCO, 2011).

This work will contribute to the promotion and dissemination of studies in Administration, and in particular, issues related to international management in view of 121 published papers of *InternexT* from 2006 to 2013, thus seeking to better understand such an area of knowledge. By studying works related to *InternexT*, this paper will contribute to the dissemination of attributes inherent to matters related to the theme of international business. This will allow the hierarchical creation of a topic list that is legitimate, mature, and embryonic of this knowledge area by creating and providing optimization, socialization, and *a posteriori*.

By investigating the *InternexT* journal, this study will allow an overview of how this journal promotes, enhances, and disseminates knowledge, opening the possibility for new researchers to submit quality articles, according to the journal's scope. This will create value and contribute to the widening popularity of the journal, not only in national academia, but also internationally.

Please note that this study was based on bibliometric analysis techniques (FRANCISCO, 2011) and was conducted via social networking (RAMOS-RODRÍGUEZ; RUÍZ-NAVARRO, 2004), thereby allowing the exploration of the academic journal publications using the following variables: authorship, authors, higher education institutions (HEIs), co-authorship networks, social network of HEIs, citations, keywords, approaches, methods and research tools, and thematic areas.

This research was divided into five sections. The first section includes the introduction, question, purpose, justification, and contribution of the research. Then, there is the theoretical foundation. Section three corresponds to the methodological procedures, and an analysis of the results is contemplated in section four. Finally, the discussion and final considerations are included in section five that also highlights limitations and suggestions for future studies.

Theoretical

This section will cover bibliometric and social network studies performed and published in scientific journals from different areas. It will thus contribute to a better understanding of the importance of studies with this focus, which will aid the discussion of this research's results.

Bibliometric studies and / or social networking in academic journals

Bibliometrics is the study of the quantitative aspects of production, dissemination, socialization, and disclosure of recorded information (MACIAS-CHAPULA, 1998). Bibliometrics started in late 1960 when the author Pritchard (1969) popularized the term bibliometrics for this type of study, which since 1922 had been known as statistical literature (VANTI, 2002).

Pritchard (1969) first used the term bibliometrics to develop standards and mathematical and statistical models to measure information processes, and used the results to develop forecasts and support decision making (MACIAS-CHAPULA, 1998). In the

1970s and 1980s, bibliometrics had already become a discipline. In the 1990s, the discipline of bibliometrics became a standard analysis technique for various sciences (PATRA; BHATTACHARYA; VERMA, 2006).

In this discipline, there are three names that embraced the techniques of bibliometrics: Bradford, Lotka, and Zipf. Each of these researchers can be linked with a specific law, respectively. The first two special laws, namely, the dispersion laws of Bradford (1934) and the science productivity law of Lotka (1926), were the initial bibliometry (PATRA; BHATTACHARYA; VERMA, 2006) and will therefore be discussed further in this section.

It is emphasized that the impact of authors can be measured by their published research (BULGACOV; VERDU, 2001). Academic production is part of a cycle that includes idea generation, improvement of work, and culminates with disclosure (BRUNOZI JÚNIOR et al., 2011). Enlargement and the disclosure of scientific knowledge in any academic area depends on the flow of ideas through scientific studies that appear in textbooks and especially in academic journals (HOFFMAN; HOLBROOK, 1993).

Given the above, the literature review allowed for the location of research focusing on bibliometrics (Table 1) that was published in national and international academic journals in various fields.

Studies	Objective and main results
Hoffman and Holbrook (1993)	Undertook citation analysis of the *Journal of Consumer Research* during its first 15 years of publication. They found the occurrence of equal quote patterns among authors.
Ramos-Rodríguez and Ruíz-Navarro (2004)	Identified studies that had the greatest impact on strategy administration publications in the *Strategic Management Journal* from 1980 to 2000. They found that Porter was the most cited author, and that groups of authors shared the same interests and agree to cite the same references.
Leite, Filho, and Siqueira (2007)	Described and analyzed the main bibliometric characteristics of *Accounting & Finance Journal* (from the University of São Paulo) from 1999 to 2006. The results identified by the authors stated that author collaboration was dominant in the journal. Statistical tests suggested that the distribution of authorship followed patterns of bibliometric theory (Lotka's Law).
Mcmillan and Casey (2007)	Conducted a bibliometric analysis of the *British Journal of Industrial Relations* between 1986 and 2005. They found that there was a maturity of publications in the 20 years of research, and that from 1980 to 1990 the works were based on economic literature and a *Posteriori* on human resources
Robertson (2008)	Investigated 658 articles on business ethics in the *Strategic Management Journal* from 1996 to 2005. The author noted that the focus on business ethics in this period was limited.
Espejo et al. (2009)	Analyzed the thematic and methodological tendencies of disseminated publications in *Accounting, Organizations & Society* (ASO), in the *Revista Contabilidade & Finanças* (RCF), and in the *Accounting Review* (TAR) between 2003 and 2007. The results obtained by the authors found that the most productive authors accounted for 14.1% of the analyzed scientific production. Only 2.6% of authors had published in more than one journal. The results suggest the establishment of a continuous process of accounting research in Brazil.
Fernandez-Alles and Ramos-Rodríguez (2009)	Analyzed the theme of intellectual framework of human resource management in the *Journal Human Resource Management* from 1985 to 2005. They identified that citations from books are prevalent compared to journals, and that publications with two or more researchers were a majority.
Amatucci (2010)	A five year study investigated the *Journal of International Business Studies* (JIBS) through 199 articles. The author found that the theme of internationalization was significant in these years of study.
Durisin, Calabretta,	Investigated the *Journal of Product Innovation Management between* 1984 and 2004. They

and Parmeggiani (2010)	noted that there was a strong impact from the most influential works on the maturity of innovation research during these years.
Perdigão, Niyama and Santana (2010)	Analyzed the profile of the *Journal of Accounting, Management and Governance*, from 1998 to 2009. They noted a prevalence of joint authorship; diversity of authors' origins; and the average results per product were 22.05 citations.
Borba, Hoeltgebaum, and Silveira (2011)	Analyzed the scientific production of *Academy of Management Meeting* from 1954 to 2005. They concluded that few authors publish a lot of material, and that citations are often in relation to the theme of entrepreneurship.
Brunozi Júnior et al. (2011)	Analyzed the profile of scientific publications in USP's *Journal of Accounting & Finance* from 1989 to 2009. They found that the studied journal featured a concentration of authors linked to the university, and the most discussed themes were: finance, accounting, accounting education and knowledge.
Calabretta, Durisin, and Ogliengo (2011)	Analyzed the intellectual framework of research on business ethics from the *Journal of Business Ethics*. They concluded that there is a need to establish a research agenda that evolves along with management issues and accounts for the increasingly interdisciplinary nature of business ethics.
Ferreira et al. (2011)	Conducted a literature review to analyze the contribution of John Dunning to the themes of international business and strategy research through a bibliometric research of the *Strategic Management Journal* from 1980 to 2009. They concluded there was a contribution of John Dunning to the theme international business and there is a strong connection between the themes based on resources, transaction costs, and evolutionary theory.
Francisco (2011)	Explored the assets of the *RAE-electronic Journal* through bibliometrics, geoanalysis, and social networks from 2002 to 2010. It was found that the average number of authors per article was more than two; the more prolific authors published five articles; that there was a low co-authorship network connection; the vast majority of articles were written by authors belonging to a single IES, FGV (SP); and that there was a high centrality of HEIs: FGV (SP), USP and UFRGS.
Mascarenhas, Zambaldi, and Moraes (2011)	Investigated the trajectory of teaching and research f Administration in Brazil in the *Journal of Business Administration* in order to discuss current challenges to the relevance of the construction its scientific production. They concluded that there were tensions between research and the tradition of vocational training; and, regarding the question of relevance and impact of the produced knowledge, they suggested important aspects for the academic community to reflect on.
Bortollossi and Sampaio (2012)	Analyzed publications from the journal of *Management & Production* from 1999 to 2010. They concluded that there was an evolution of authors in each period that influenced the co-authorship; centrality of the authors; and HEIs: USP, UFSCar and UFRGS.
Souza et al. (2012)	Analyzed the characteristics of the articles published in the *Journal of Accounting Master in Accounting Sciences* at UERJ, from 2003 to 2011. The authors received the following results: 115 articles were published during the study period, and there was a predominance of male professors with PhDs. Moreover, they observed that the UERJ and the UFSC were institutions that had the highest number of authors publishing articles, and that the author with the highest number of publications in the journal was Vicente Feliu M. Ripoll.
Ribeiro (2013)	Explored the academic production of the *Contemporary Accounting Journal* during the period 2004 to 2012. The majority of publications were co-authored, and a low density network of authors and HEIs were found. The author concluded that the stated issues of the journal reflected the world of academic research in the field of accounting.

Table 1: Bibliometric research and / or social network on academic journals
Source: Research data

Studies using bibliometric techniques to analyze journals are increasing in popularity (FRANCISCO, 2011). The *InternexT* journal addressed such analysis techniques with the following studies: Amatucci (2010) Carpes et al. (2010), and Brancher, Oliveira and Roncon (2012); however, none of these studies analyzed the scientific production of *InternexT*.

In this context, this research will be exploratory work of a more macro type that tries to analyze, through bibliometrics and social networks, *InternexT*'s articles from 2006-

2013. This will include a content analysis of: authorship, production of authors and institutions, co-authorship networks and institutions, citations, word frequency, subject areas, and methodological approaches.

Methodological Procedures

This research aimed to investigate the profile and standard of academic production of the *Electronic Journal of International Business* at ESPM from 2006-2013 through its scientific publications. We used a bibliometric analysis technique that provides tools to measure scientific publications, which includes books, conference proceedings, and articles in scientific journals (MOREIRA, RICCIO; SAKATA, 2007).

The bibliometrics is the study of quantitative aspects of scientific production and dissemination of its information (FRANCISCO, 2011). The three basic laws of bibliometrics are: Lotka, Bradford and Zipf (ALVARADO, 1984).

Lotka's Law (or Inverse Square Law) calculates the productivity of researchers through a size-frequency distribution model of several researchers in a series of articles, for example (VANTI, 2002). In other words, it appears that productivity in the form of published articles is considered the part in which different authors contribute to the improvement of science. In this study, we refer to this law in sections 4.2 and 4.6, when discussing the most prolific authors and the most cited researchers of this study.

Bradford's Law (or dispersion law), through the measurement of journals productivity, allows us to establish the core and the areas of dispersion of a particular topic in one set of journals (VANTI, 2002). Bradford's Law suggests that as the first studies of a new theme are written, they are subjected to a small selection by appropriate journals, and if accepted, these journals put more and more papers together in the course of the development of the theme. Bradford's Law is further discusses in section 4.8. Zipf's Law measures the frequency that words occur in various documents, creating an ordered list of terms of a particular subject (VANTI, 2002). This law is related to section 4.7 of this study and shows a 'Keyword Cloud' (FRANCISCO, 2011) of the 121 articles in this study.

Social networking is defined by Wasserman and Faust (1994) as a set of actors and the possible interactions between them. The structural view of the network, the network density, and the centrality of the network, are measures used in social network analysis (MELLO; CRUBELLATE; ROSSONI, 2010).

The structural view of the network, is nothing more than the unplanned result of interactions formed in a network (MELLO; CRUBELLATE; ROSSONI, 2010). Network density is usually seen as a measure of cohesion of groups of actor (ALBUQUERQUE FILHO; MACHADO-DA-SILVA, 2009). As regards to centrality, it is defined as a measure of how accessible a particular actor is to others, that is, its prestige in the social network (GUIMARÃES et al., 2009).

Commonly, the centrality of a network is measured in three ways: degree of centrality (degree); centrality of proximity (closeness); and the centrality (betweenness) (WASSERMAN, FAUST, 1994). Among these, we highlight the degree of centrality that defines the number of adjacent links of an actor (us) in relation to others in a network (WASSERMAN, FAUST, 1994), since it allows [...] "a review of" the activity of "local

actors" (ROSSONI;. GUARIDO; FILHO, 2009, p 372). This covers the most important authors of the social network now under studied.

Bonds are formed in the connection between actors in a network; i.e., relations are a set of ties constituted by the same relationship criteria (ULLRICH; OLIVEIRA; SCHEFFER, 2012), and the nodes are the researchers. (ROSA et al., 2010).

This work is characterized as descriptive research and presents observations, classification, analysis, and interpretation of 121 journal articles. The quantitative aspect of this work allows us to quantify data through descriptive statistical techniques (RICHARDSON; PERES, 1989).

The data collection was developed through bibliographical research that selects, organizes, processes, and interprets information in a raw and scattered state (BEUREN; LONGARAY, 2003). The bibliographical research sought information from all articles, which was accessed through the site (http://InternexT.espm.br/index.php/InternexT/issue/archive) from the *InternexT* journal.

The research sample consisted of 121 articles published in the period 2006-2013. Plotting of all 121 articles was performed, which consisted of identifying the elements that constitute the article, and will help answer the research question of this study. Soon after, a structure of tables and matrices were built to better measure the indicators of this study.

Thus, the analysis of the following variables was performed: (i) authorship; (II) authors; (III) HEIs; (IV) co-authorship networks; (V) network of HEIs; (VI) most cited references; (VII) keywords; (VIII) thematic areas; and (IX) approaches, methods, and research tools. These indicators were calculated and captured using UCINET 6 software from Windows, Microsoft Excel 2007, and Wordle.net, the latter to calculate the frequency of keywords.

Analysis of Results

The purpose of this chapter is to present the results and analyze the 121 articles identified in this study.

Authorship

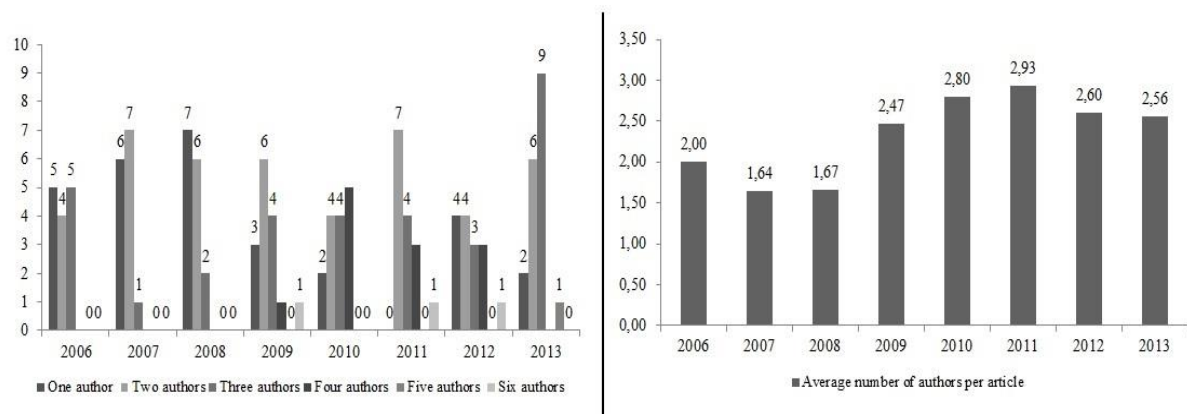Figure 1 shows the characteristics of the authorship from the 121 investigated articles in *InternexT*.

Figure 1: Authorship
Source: Research Data

By observing Figure 1, there was supremacy of the publications produced in partnership (76.03%), and in particular, for publications with two authors (36.36%). As well, publications performed by three researchers (26.45%) are significant. These results are supported when analyzing the average number of authors per article, as the average number of authors per publication is greater than two (2.34 researchers per paper published), reaching a peak in the year 2011 with 2.93 writers for published manuscripts.

This finding emphasizes the importance of the publications produced in partnership between the 248 authors of 75 HEIs, contributing to the development, dissemination, and socialization of articles in general, especially in this study of papers published on the subject of International Business in the *InternexT* journal.

Authors

Figure 2 shows the 248 authors involved in this study, emphasizing the six most prolific.
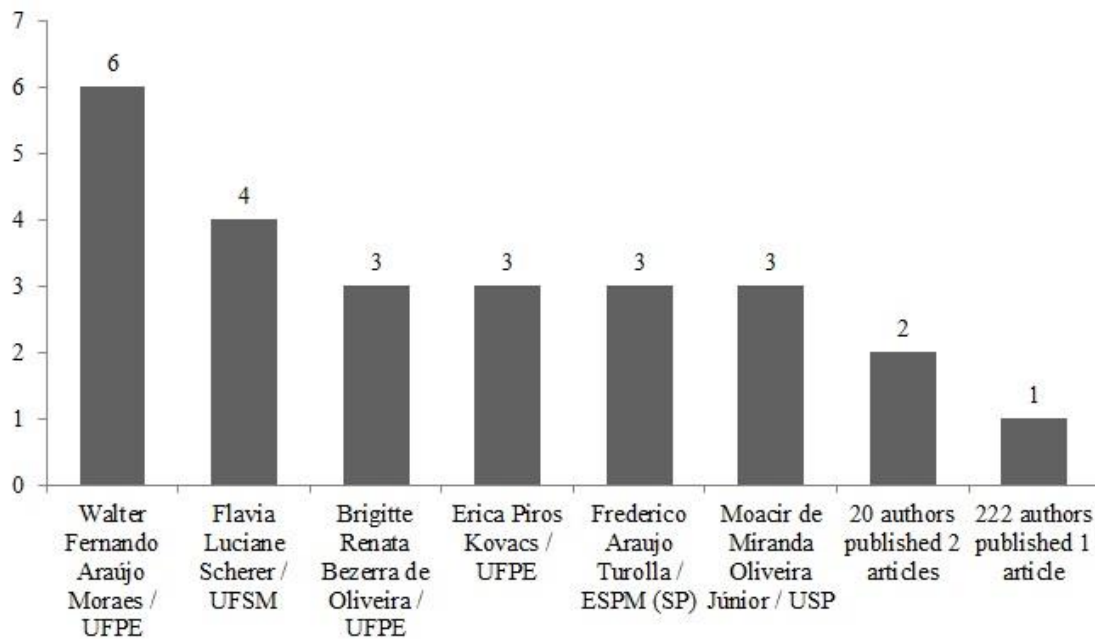
Figure 2: Authors
Source: Research Data

Figure 2 shows that Walter Fernando Araujo Moraes was the researcher who published the most articles in eight years of study, with a total of six publications. Flavia Luciane Scherer is in second place with four publications, and with three articles, there are the writers: Brigitte Renata Bezerra de Oliveira, Erica Piros Kovacs, Frederico Araujo Turolla, and Moacir de Miranda Oliveira Junior. Among the six most productive authors, the noticeable thematic areas in their research are: management, strategy, and internationalization. This finding corroborates and gives due importance to these authors in the context of the international business landscape.

It should also be noted that 20 authors published two articles, and 222 researchers only published once in the journal. These results correlate with Lotka's Law relating to the scientific productivity of authors (LEITE FILHO; SIQUEIRA, 2007).

This finding is important, especially for beginner researchers, because it provides a route to begin their work and provides knowledge about the leading authors in international business, which is further guided by the articles published in *InternexT*.

HEIs

Table 1 includes the 75 HEIs identified in this research, with particular emphasis on the 13 HEIs with the highest academic production in *InternexT* per year.

HEIs/Years	2006	2007	2008	2009	2010	2011	2012	2013	Total
Superior School of Advertising and Marketing (SP)	2	2	3	3	5	1	2	1	19
University of São Paulo	0	5	2	1	1	4	2	2	17
Federal University of Santa Maria	0	0	1	1	1	1	3	3	10
University Nove de Julho	0	1	1	0	1	2	1	2	8
Pontifical Catholic University (SP)	1	2	0	0	2	1	0	1	7

Federal University of Pernambuco	3	0	1	0	1	0	1	1	7
Getúlio Vargas Foundation (SP)	1	0	0	0	2	1	1	1	6
Mackenzie Presbyterian University	1	0	0	0	0	2	1	1	5
Paulista University	0	1	1	1	0	1	0	0	4
Federal University of Rio de Janeiro	0	1	0	0	1	0	0	1	3
University of Fortaleza	2	0	0	0	0	1	0	0	3
University of River of Bells Valley	0	1	0	0	0	1	0	1	3
Getúlio Vargas Foundation (RJ)	0	0	1	0	1	0	0	1	3
16 HEIs published 2 articles									1
46 HEIs published 1 article									1

Table 1: Higher Education Institutions
Source: Research Data

Table 1 shows that the ESPM (SP) was the HEIs that produced the most articles (19 in eight years of study), was more prolific in 2010 with five publications, while the other years remained constant. Close behind was the University of Sao Paulo (USP) with 17 publications, and in third, the Federal University of Santa Maria (UFSM) with 10 papers. In fourth place, with 8 papers, was the Ninth of July University (UNINOVE).

Table 1 also highlights São Paulo's Pontifical Catholic University (PUC-SP) and the Federal University of Pernambuco, both with seven manuscripts. Furthermore the São Paulo's Getúlio Vargas Foundation, Mackenzie Presbyterian University, and Paulista University hold six, five, and four published articles, while HEIs with three publications include the Federal University of Rio de Janeiro, Fortaleza University, Bell River Valley University, and the Getúlio Vargas Foundation (RJ).

Overall, from the 75 HEIs identified in this study, 29 published more than two articles, and the vast majority (i.e. 46) published only once, which is equivalent to 61.33% of the HEIs.

Given the results, it appears that the *InternexT* journal has 121 articles published to date and includes a wide range of HEIs that have contributed to the construction of the journal's scientific knowledge. It is found that the amplitude of HEIs that published in this journal is salutary because it covers the major institutions of this country. This demonstrates the importance of journal research that diffuses and disseminates studies on international management, contributing *a posteriori* for the evolution and growth of these issues in Brazilian academic literature.

Co-authorship networks

Figures 4 and 5 reveals the co-authorship networks of 248 researchers involved in this study, as well as the degree of centrality.
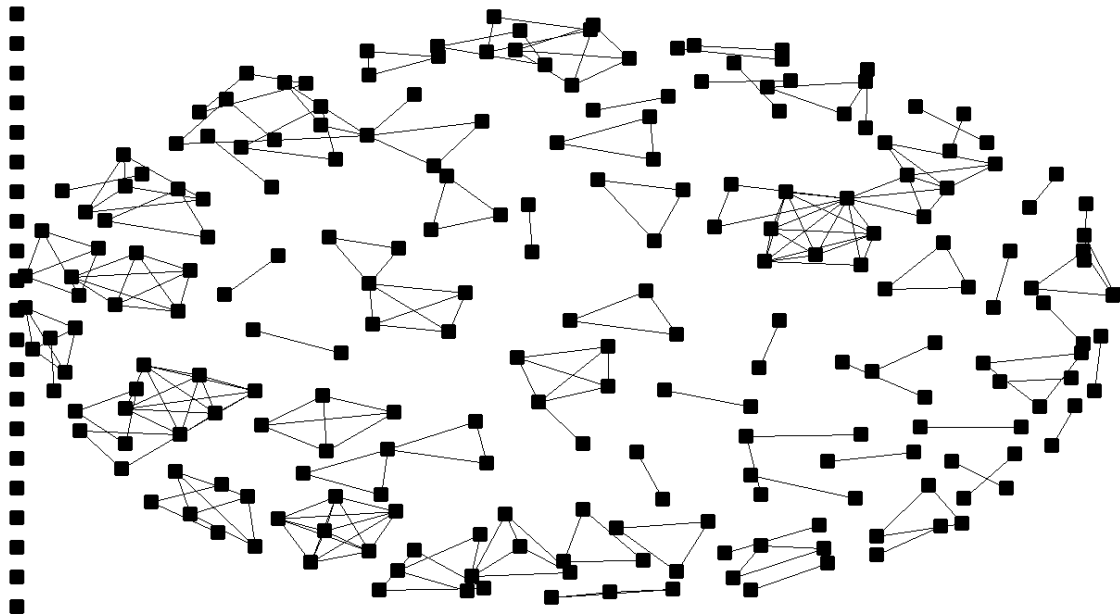
Figure 3: Co-authorship networks
Source: Research Data

Looking at Figure 3, there is its relationship with Figure 1. It highlights the hegemony of publications undertaken in partnership that can be seen in the co-authorship network. Figure 3 includes 248 nodes and 510 links, but has a density of only 0.0092; that is, only 0.92% of their relationships occur, thus implying a network with low interaction among the 248 authors involved in this research.

This information contributes to the understanding that, even though the journal has a majority of papers completed in partnership, it is not enough to attain a high network density. This means that the authors identified and involved in this study form small groups that prevents a greater connection between them, and consequently, the subject of International Business' improvement in national academic literature.
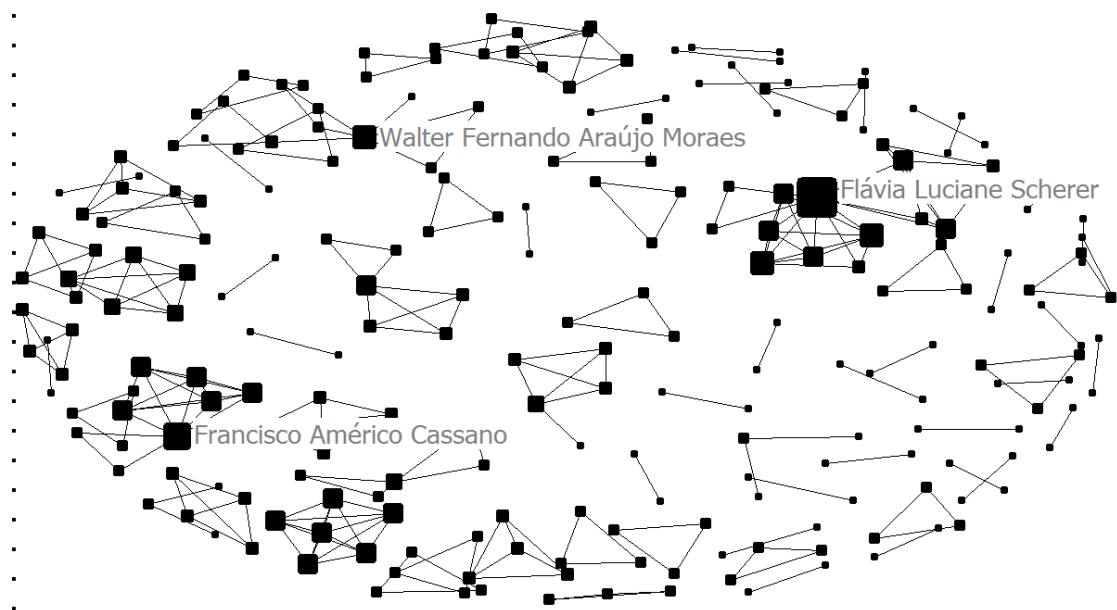

Figure 4: Key co-author networks and degree of density
Source: Research Data

Figure 4 highlights the most central authors, i.e., the authors with the highest degrees of centrality. Thus, the author Flavia Luciane Scherer was the writer with the highest degree, followed by Francisco Américo Cassano, and Walter Fernando Araujo Moraes. Of these, Scherer and Moraes are noticeable as the two most prolific authors in this study, which confirms the importance of these researchers for the journal.

Network of HEIs

Figure 5 displays the degree of centrality of 75 HEIs networks identified in eight years of *InternexT* publications.
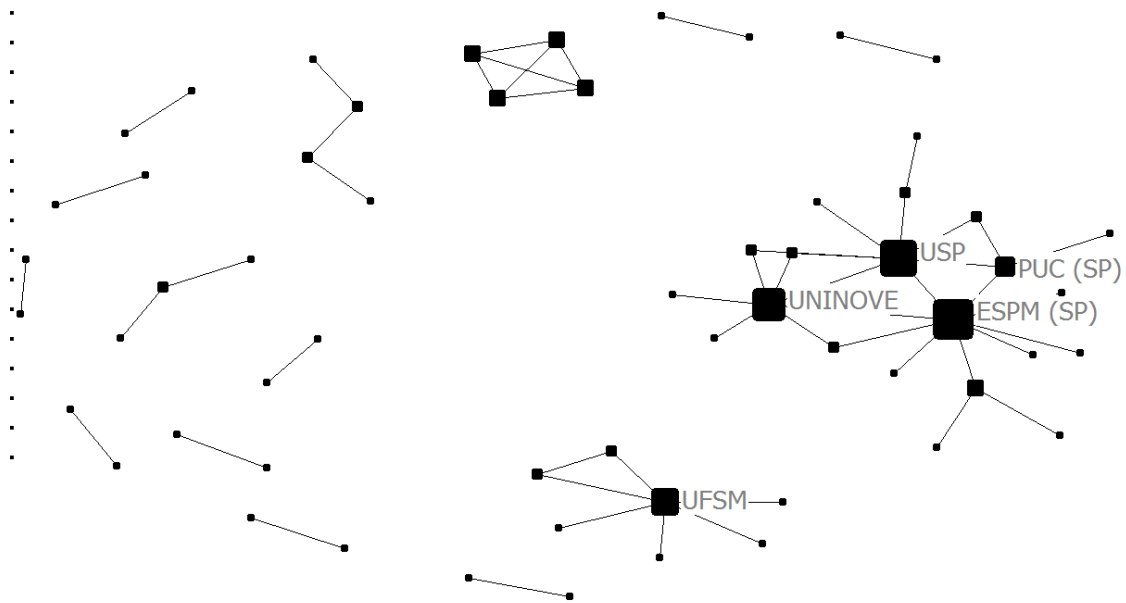

Figure 5: Network of HEIs by degree of density
Source: Research Data

As shown in Figure 5, the HEIs with the highest degrees of centrality were ESPM (SP), USP, UNINOVE, UFSM and PUC (SP). These results heavily correlate with the information shown in Table 1, as they are the most central HEIs, as well as having the highest academic production.

Most cited references

The analysis of results is seen as an important factor for further study because it shows which authors are the more cited (RIBEIRO et al., 2012). Given the above, Table 2 shows the 10 most cited references in this study.

Most cited works
DUNNING, J. H. The eclectic paradigm of international production: a restatement and some possible extensions, *Journal of International Business Studies*, v. 19, n. 1, p. 1-31, 1988.
DUNNING, J. H. Towards an eclectic theory of international production: some empirical tests. *Journal of International Business Studies*. v. 11, n. 1 p. 9-31, 1980.

JOHANSON, J.; VAHLNE, J. E. The internationalization process of the firm: a model of knowledge and increasing foreign market commitment. *Journal of International Business Studies*, v. 8, n. 1, p. 23-32, 1977.
PORTER, M. E. Competitive strategy: techniques for analyzing industries and competitors. New York, NY: *The Free Press*, 1980.
BUCKLEY, P. J.; CASSON, C. The future of the Multinational Enterprise. London: Editor MacMillan, 1976.
CAVUSGIL, S. T. On the Internationalisation Process of Firms, *European Research*, Brentford, v. 8, n. 6, p. 273-281, 1980.
BIRKINSHAW, J.; HOOD, N. Multinational subsidiary evolution: Capability and charter change in foreign-owned subsidiaries companies. *Academy of Management Review*, v. 23, n. 4, p.773-95, 1998.
HILAL, A.; HEMAIS, C. A. *O processo de internacionalização na ótica da escola nórdica: evidências empíricas em empresas brasileiras. Revista de Administração Contemporânea*, v. 7, n. 1, p. 109-124, 2003.
WILLIAMSON, O. Markets and hierarchies: analysis and antitrust implications. New York, *The Free Press*, 1975.
BARNEY, J. B. Firm resources and sustained competitive advantage. *Journal of Management*, v. 17, n. 1, p. 99-120, 1991.

Table 2: most cited references
Source: Research Data

Table 2 emphasizes that the studies: *The eclectic paradigm of international production: a restatement and some possible extensions* and *Towards an eclectic theory of international production: some empirical tests* from the author Dunning, were the most cited in this research. Of the 10 works emphasized in this section, seven are journals, and only one is a national magazine, with the Brazilian authors Adriana Hilal and Carlos A. Hemais being the most cited in this research. It is also important to show that 3 of 6 of the journals highlighted here are from the *Journal of International Business Studies*.

From the 10 most cited references in this work, the subjects of internationalization and strategy are a majority, which is similar to the results displayed in Table 2.

Regarding the year of publication of the cited references, it appears that only one is close to being state of the art, i.e., the work of national authors. The other references permeate between 1970 and 1990, showing the concern of authors to cite seminal research and / or to gain legitimacy in international academic literature, as well as to provide theoretical support to their studies.

Keywords

Figure 6 displays the frequency of keywords identified in the 121 investigated articles in the *InternexT* journal.

Figure 6: Keywords
Source: Research Data

Figure 7 shows that the keyword "internationalization" was the most used by the 248 authors of this study. Emphasized as well as are the words: strategy, international,

strategies, business, marketing, business, and management, among others. These words will meet the thematic areas that were used to frame the 121 articles explored in the journal (Table 2).

It is also stressed that the keywords displayed in Figure 6 fit the *InternexT* journal's aims and publishing focus: international business, strategy, finance, personnel management, and organizational studies, among others (*InternexT*, 2013, p. 1).

Thematic areas

Table 2 shows the nine thematic areas identified in this study. Table 2, based on the focus and scope of the editorial *InternexT* journal, shows the nine thematic areas identified in this study that framed the 121 articles: Foreign trade, International Economics, International Strategy, Organizational Studies in the International Environment, Management of International Innovation, International Information Technology Management, International Personnel Management, International Marketing, Social Responsibility, and the International Environmental.

Themes/Years	2006	2007	2008	2009	2010	2011	2012	2013	Total	%
International Strategy	12	8	8	7	4	7	9	9	64	52,89%
International Economy	1	1	1	3	4	2	1	2	15	12,40%
International Marketing	1	2	3	3	1	2	1	0	13	10,74%
Organizational Studies in the International Environment	0	0	1	0	3	1	1	1	7	5,79%
International Innovation Management	0	1	1	2	1	1	0	0	6	4,96%
International Information Technology Management	0	2	1	0	0	2	0	1	6	4,96%
Foreign Trade	0	0	0	0	1	0	1	2	4	3,31%
Internatonal Social and Environmental Responsibility	0	0	0	0	1	0	1	2	4	3,31%
International People Management	0	0	0	0	0	0	1	1	2	1,65%
Total	**14**	**14**	**15**	**15**	**15**	**15**	**15**	**18**	**121**	**100,00%**

Table 2: Thematic areas
Source: Research Data

In Table 2, it appears that the subject area of International Strategy was the most popular theme with 64 published articles (equivalent to 52.89% of the total articles), showing the importance that the field has. The importance of the Strategy field in international context becomes evident as the data from Table 2 emphasizes and guides publications that show thoughts and ideas of researches, who seek to show that international strategy is essential to organizations that want to be part of international corporate markets.

Other significant areas include International Economics and International Marketing, with 15 and 13 published papers. Also the thematic areas: Organizational Studies in the International Environment, International Innovation Management, International Information Technology Management, Foreign Trade, Social and Environmental Responsibility, and International People Management, with seven, six, six, four, four, and two published manuscripts.

Approaches, methods, and research tools

Figures 9 and 10 disclose the methodological approach, research methods, and tools simultaneously.
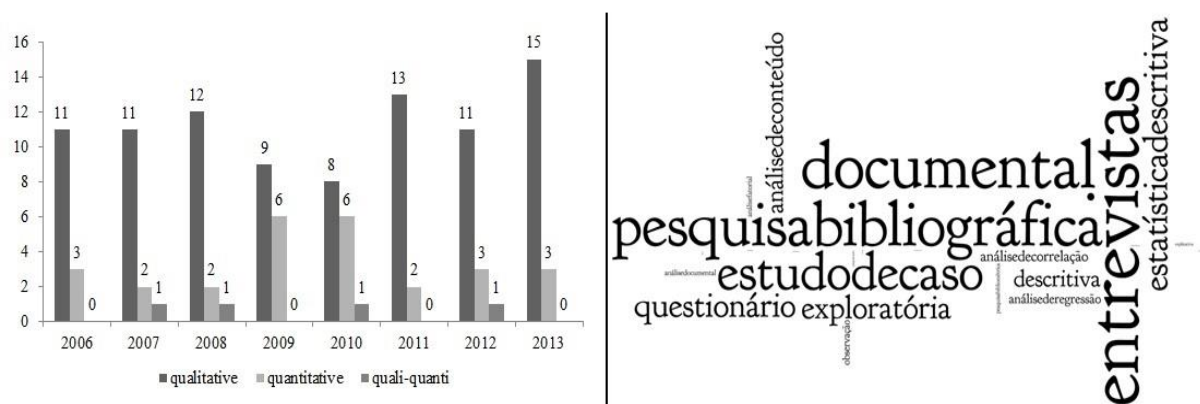

Figure 7: Research Approaches Figure 8: Methods and research tools
Source: Research Data

Analyzing and measuring the data shown in Figure 7, it appears that qualitative approaches were a majority with 90 out of 121 investigated articles, which is equivalent to 74.38%. This result is supported by Figure 8 that shows the adopted methods and tools identified in this research work. Thus, it was observed that the research methods "bibliographical research", "case study", and "content analysis" came to the fore, and the most popular research tool was "interviews", explaining with it the reason that most authors used a qualitative approach.

Regarding quantitative studies, it was observed that the study method "descriptive statistics" was the most widely used approach. It is stressed that "descriptive statistics" used a basic form of statistical treatments, i.e., median, standard deviation, etc. Multivariate statistics were also found in smaller numbers, with analysis such as correlation and regression being the most widely used, as can be seen in Figure 8.

Discussion and final considerations

This research aimed to investigate the profile and standard of academic production of the *Electronic Journal of International Business* at ESPM from 2006 to 2013 through its scientific publications. Technical research, bibliometric analysis (RIBEIRO, 2013), and social networking (FRANCISCO, 2011) were used to measure the following variables: (i) authorship; (II) authors; (III) HEIs; (IV) co-authorship networks; (V) network of HEIs; (VI) most cited references; (VII) keywords; (VIII) thematic areas; and (IX) approaches, methods, and research tools.

Research in partnership with 76.03% of the 121 investigated articles was found to be significant, as were publications with two authors (36.36%). Some previous studies with the same focus support this data, including: Fernandez-Alles and Ramos-Rodríguez (2009), Perdigão, Niyama, and Santana (2010), Francisco (2011), and Ribeiro (2013).

Walter Fernando Araújo Moraes was the most prolific author of this study, publishing six papers in eight years of the *InternexT* journal. Flavia Luciane Scherer author was second with four published manuscripts. Interestingly, these two writers were also important in terms of the centrality degree of co-authorship network, which was found to be of low density, and prevented greater connections, i.e., the exchange of information between the 248 researchers identified in this research. In other studies, Francisco (2011), Bortollossi Sampaio (2012), and Ribeiro (2013) also found similar results with regards to degree and authors' network density. Still focusing on researchers, it was observed that Dunning was the most cited author by virtue of him being one of the leading researchers of current economics in international management.

Regarding the HEIs, it was found that ESPM (SP) was the institution with the highest number of articles published in this study followed by USP, UFSM, UNINOVE, and PUC (SP). It is important to note that the most prolific HEIs were also the educational institutions with the greatest degree of centrality, and are therefore considered the most important HEIs in the eight years of the journal. At this point, the importance of USP as a promoter, socializer and disseminator of academic publications in the field of Administration and related subjects is highlighted (LEITE FILHO; SIQUEIRA, 2007; BRUNOZI JÚNIOR et al, 2011; RIBEIRO, 2013).

It was also found that qualitative approaches were the most popular among the 121 papers, appearing in 74.38% of them. It was also noted that the research methods "bibliographical research", "case study", and "content analysis" were significant, as well as the research tool "interview".

When considering the keywords, the word "internationalization" had an important ranking. This information is supported by the measurement and analysis of the 32 themes identified in this study, which also highlights the subject of Internationalization.

Table 2 included the nine thematic areas identified in accordance with the focus and editorial scope of *InternexT*. This section has an extended discussion about the main themes identified in this study. We again emphasize that the subject of Internationalization was the most published (appearing in 39 articles), which was also confirmed in Amatucci's (2010) study. This is natural as internationalization is seen as a process in which an organization expands gradually its international involvement in the capital market (CALIXTO et al., 2011).

The subject of Marketing ranks second in this work with 13 published papers. It is important to stress that it can be a vital instrument for aggregating the value of Brazilian products in international business, the process of export, and internationalization (PESSÔA; SOUZA, 2010).

The subject of International Business came next with 10 published manuscripts. The authors Carpes et al. (2010), who developed a study of the area using bibliometrics, found that the hot topics were: performance, import, strategy, development, international relations, multinational, knowledge, internationalization, joint ventures, innovation, emerging countries, growth, policies, networks, finance, culture, and mode of entry. These result conform to those reported in Table 2 of this study.

The subject of Business Strategy was also present in this study, being featured in seven articles. This result is explained by the fact that there is an intrinsic relationship

between the subjects of Internationalization, Marketing, International Business, Information Technology, innovation, Alliances and Sustainability with a strategic theme (AMATUCCI, 2010; CARPES et al., 2010; PESSÔA; SOUZA, 2010; MOTA; NOGUEIRA; OGASAVARA, 2011; VIANNA; ALMEIDA, 2011; SANTOS et al., 2012; SILVA; MORAES, 2012; DIAS; SCHUSTER; DIAS, 2013).

This study contributed to a better understanding of international business management from the perspective of *InternexT* journal through its 121 publications from 2006 to 2013. Another plausible contribution is the understanding that studies with this focus are motivational factors to understand certain areas knowledge, which is the case of the administration, and particularly international business, provide a route for new researchers who want a greater theoretical study in this field of scientific knowledge. Another evident contribution is the socialization and dissemination of the investigated journal, thus highlighting and enhancing national academic literature by mapping and exploration its 121 published papers through 32 issues during its eight years of existence.

This study was limited by the fact that it analyzed only one journal from the international business area. Future research could include a similar analysis that compares the *InternexT* journal with another journal that has a similar focus and scope, which can be international. A thorough analysis of the 32 themes identified in this study (Table 2) through a content analysis can enable a better understanding of these subjects, and therefore for the possible development of scientific knowledge of international business management. Another suggestion is to optimize social network analysis techniques used in this study and use descriptive statistics and multivariate data analysis. Another way to optimize network analysis is to include data and information on centrality and intermediation of approximation, as well as a two-mode network analysis.

References

- ALBUQUERQUE FILHO, J. B.; MACHADO-DA-SILVA, C. L. Práticas organizacionais e estrutura de relações no campo do desenvolvimento metropolitano. **Revista de Administração Contemporânea**, v. 13, n. 4, p. 626-646, 2009. DOI: http://dx.doi.org/10.1590/S1415-65552009000400007

- ALVARADO, R. U. A bibliometria no Brasil. **Ciência da Informação**, v. 13, n. 2, p. 91-105, 1984.

- AMATUCCI, M. The future of international business as a study field. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 5, n. 1, p. 1-32, 2010.

- ÁVILA, S. C. A teoria dos jogos em estratégia. **Perspectivas Contemporâneas**, v. 1, n. 2, p. 113-128, 2006.

- BATISTELLA, F. D.; BONACIM, C. A. G.; MARTINS, G. A. Contrastando as produções da Revista Contabilidade & Finanças (FEA-USP) e Revista Base (Unisinos). **Revista de Educação e Pesquisa em Contabilidade**, v. 2, n. 3, p. 84-101, 2008.

- BEUREN, I. M.; LONGARAY, A. A. **Como elaborar trabalhos monográficos em contabilidade: teoria e prática**. São Paulo: Atlas, 2003.

- _____.; SOUZA, J. C. Em busca de um delineamento de proposta para classificação dos periódicos internacionais de contabilidade para o Qualis Capes. **Revista Contabilidade & Finanças**, v. 19, n. 46, p. 44-58, 2008. DOI: http://dx.doi.org/10.1590/S1519-70772008000100005

- BORBA, M. L.; HOELTGEBAUM, M.; SILVEIRA, A. A produção científica em empreendedorismo: análise do Academy of Management Meeting: 1954-2005. **Revista de Administração Mackenzie**, v. 12, n. 2, p. 169-206, 2011. DOI: http://dx.doi.org/10.1590/S1678-69712011000200008

- BORTOLLOSSI, L. N.; SAMPAIO, M. A produção acadêmica publicada na revista Gestão & Produção de 1999 a 2010: tendências e direções para pesquisas futuras. **Gestão & Produção**, v. 19, n. 1, p. 189-201, 2012. DOI: http://dx.doi.org/10.1590/S0104-530X2012000100013

- BRADFORD, S. C. **Sources of information on specific subjects. Engineering: An Illustrated Weekly**, v. 26, n. 137, p. 85-86, 1934.

- BRANCHER, I. B.; OLIVEIRA, E. M. de; RONCON, A. Comportamento empreendedor: estudo bibliométrico da produção nacional e a influência de referencial teórico internacional. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 7, n. 1, p. 166-193, 2012.

- BRUNOZI JÚNIOR, A. C. et al. Revista Contabilidade & Finanças – USP: uma análise do perfil da produção científica de 1989 a 2009. **Revista Universo Contábil**, v. 7, n. 4, p. 39-59, 2011.

- BULGACOV, S.; VERDU, F. C. Redes de pesquisadores da área de administração: um estudo exploratório. **Revista de Administração Contemporânea**, v. 5, n. Edição Especial, p. 163-182, 2001. DOI: http://dx.doi.org/10.1590/S1415-65552001000500009

- CALABRETTA, G.; DURISIN, B.; OGLIENGO, M. Uncovering the intellectual structure of research in business ethics: a journey through the history, the classics, and the pillars of Journal of Business Ethics. **Journal of Business Ethics**, v. 104, n. 4, p. 499-524, 2011. DOI: 10.1007/s10551-011-0924-8

- CALIXTO, C. V. et al. Uma análise sobre o conceito de aprendizagem na perspectiva de internacionalização. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 6, n. 1, p. 1-20, 2011.

- CAPES. **Webqualis**. Disponível em: < http://qualis.capes.gov.br/webqualis/principal.seam>. Acesso em: 17 ago.2013.

- CARDOSO, R. L. et al. Pesquisa científica em contabilidade entre 1990 e 2003. **Revista de Administração de Empresas**, v. 45, n. 2, p. 34-45, 2005.

- CARPES, A. M. et al. Panorama internacional das publicações em international business: levantamento através da base Web of Science. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 5, n. 2, p. 117-139, 2010.

- DIAS, V. V.; SCHUSTER, M. S.; DIAS, R. R. Orientação da gestão sustentável de uma empresa química com atividade internacional.

InternexT - Revista Eletrônica de Negócios Internacionais, v. 8, n. 1, p. 68-87, 2013.

- DURISIN, B.; CALABRETTA, G.; PARMEGGIANI, V. The intellectual structure of product innovation research: a bibliometric study of the Journal of Product Innovation Management, 1984-2004. **Journal of Product Innovation Management**, v. 27, n. 3, p. 437-451, 2010. DOI: DOI: 10.1111/j.1540-5885.2010.00726.x

- ESPEJO, M. M. dos S. B. et al. Estado da arte da pesquisa contábil: um estudo bibliométrico de periódicos nacional e internacionalmente veiculados entre 2003 e 2007. **Revista de Informação Contábil**, v. 3, n. 3, p. 94-116, 2009.

- FERNANDEZ-ALLES, M.; RODRÍGUEZ-RAMOS, A. Intellectual structure of human resources management research: a bibliometric analysis of the journal human resource management, 1985-2005. **Journal of the American Society for Information Science and Technology**, v. 60, n. 1, p. 161-175, 2009. DOI: DOI: 10.1002/asi.20947

- FERREIRA, M. P. et al. John Dunning's influence in international business/strategy research: a bibliometric study in the strategic management journal. **Journal of Strategic Management Education**, v. 7, n. 2, p. 1-24, 2011.

- FRANCISCO, E. R. RAE-eletrônica: exploração do acervo à luz da bibliometria, geoanálise e redes sociais. **Revista de Administração de Empresas**, v. 51, n. 3, p. 280-306, 2011.

- GUIMARÃES, T. A. et al. A rede de programas de pós-graduação em administração no Brasil: análise de relações acadêmicas e atributos de programas. **Revista de Administração Contemporânea**, v. 13, n. 4, p. 564-582, 2009.

- HOFFMAN, D. L.; HOLBROOK, M. B. The intellectual structure of consumer research: a bibliometric study of author cocitations in the first 15 years of the Journal of Consumer Research. **Journal of Consumer Research**, v. 19, n. 4, p. 505-517, 1993.

- LEITE FILHO, G. A.; SIQUEIRA, R. L. Revista Contabilidade & Finanças USP: uma análise bibliométrica de 1999 a 2006. **Revista de Informação Contábil**, v.1, n. 2, p. 102-119, 2007.

- LOTKA, A.J. The frequency distribution of scientific productivity. **Journal of the Washington Academy of Science**, v. 16, n. 12, p. 317-323, 1926.

- MACIAS-CHAPULA, C. A. O papel da informetria e da cienciometria e sua perspectiva nacional e internacional. **Ciência da Informação**, v. 27, n. 2, p. 134-140, 1998.

- MASCARENHAS, A. O.; ZAMBALDI, F.; MORAES, E. A. de. Rigor, relevância e desafios da academia em administração: tensões entre pesquisa e formação profissional. **Revista de Administração de Empresas**, v. 51, n. 3, p. 265-279, 2011.

- MCMILLAN, G. S.; CASEY, D. L. Research note: identifying the invisible colleges of the british journal of industrial relations: a bibliometric and social network approach. **British Journal of Industrial Relations**, v. 45, n. 4, p. 815-828, 2007.

- MELLO, C. M. de; CRUBELLATE, J. M.; ROSSONI, L. Dinâmica de relacionamento e prováveis respostas estratégicas de programas brasileiros de pós-graduação em administração à avaliação da Capes: proposições institucionais a partir da análise de redes de coautorias. **Revista de Administração Contemporânea**, v. 14, n. 3, p. 434-457, 2010.

- MOREIRA, O.; RICCIO, E. L.; SAKATA, M. C. G. A comunicação de informações nas instituições públicas e privadas: o caso XBRL extensible business reporting language in Brazil. **Revista de Administração Pública**, v. 41, n. 4, p. 769-784, 2007.

- MOTA, M. de O.; NOGUEIRA, C. A. G.; OGASAVARA, M. H. The internationalization strategies of information technology firms from Brazil: dan ahp analysis of Ivia's case. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 6, n. 1, p. 21-41, 2011.

- PARISOTTO, I. R. dos S. **A institucionalização do conhecimento científico em sustentabilidade ambiental resultante das teses e dissertações em Administração no Brasil**. 2012. Tese de Doutorado. Universidade Nove de Julho, São Paulo: 2012. 158 pg.

- PATRA, S. K.; BHATTACHARYA, P.; VERMA, N. Bibliometric study of literature on bibliometrics. **DESIDOC Bulletin of Information Technology**, v. 26, n. 1, p. 27-32, 2006.

- PERDIGÃO, L. Z.; NIYAMA, J. K.; SANTANA, C. M. Contabilidade, gestão e governança: análise de doze anos de publicação (1998 a 2009). **Contabilidade, Gestão e Governança**, v. 13, n. 3, p. 3-16, 2010.

- PESSÔA, D. J.; SOUZA, M. J. S. de. A marca como instrumento agregante de valor para o produto brasileiro no exterior: o caso do café gourmet. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 5, n. 1, p. 84-111, 2010.

- PRITCHARD, A. Statistical bibliography or bibliometrics? **Journal of Documentation**, v. 25, n. 4, p. 348-349, 1969.

- RAMOS-RODRÍGUEZ, A. R.; RUÍZ-NAVARRO, J. Changes in the intellectual structure of strategic management research: a bibliometric study of the strategic management journal, 1980-2000. **Strategic Management Journal**, v. 25, n. 10, p. 981-1004, 2004. DOI: 10.1002/smj.397

- RESENDE, M. C. R. et al. Participação feminina na produção científica em finanças nos Enanpads de 2000 a 2010. **Revista Ciências Sociais em Perspectiva**, v. 11, n. 20, p. 1-22, 2012.

- Revista Eletrônica de Negócios Internacionais. **Edições anteriores**. Disponível em: <http://internext.espm.br/index.php/internext/issue/archive>. Acesso em: 17 jul.2013.

- _____. **Foco e escopo**. Disponível em: <http://internext.espm.br/index.php/internext/about/editorialPolicies#focusAndScope>. Acesso em 17 ago.2013.

- RIBEIRO, H. C. M. et al. Entender para progredir: análise da pesquisa em governança corporativa no Brasil. **Gestão Contemporânea**, v. 9, n. 12, p. 11-42, 2012.

- _____. Revista Contemporânea de Contabilidade: uma análise do perfil da produção acadêmica durante o período de 2004 a 2012. **Revista Contemporânea de Contabilidad**e, v. 10, n. 20, p. 03-28, 2013.

- RICHARDSON, R. J.; PERES, J. A. de S. **Pesquisa social: métodos e técnicas**. São Paulo: Atlas, 1989.

- ROBERTSON, C. J. An analysis of 10 years of business ethics research in Strategic Management Journal: 1996-2005. **Journal of Business Ethics**, v. 80, p. 745-753, 2008. DOI: 10.1007/s10551-007-9466-5

- ROSA, A. F. da et al. Earnings management no Brasil: uma análise sob a perspectiva sociométrica e bibliométrica. **Revista Contabilidade Vista & Revista**, v. 21, n. 4, p. 189-218, 2010.

- ROSSONI, L.; GUARIDO FILHO, E. R. Cooperação entre programas de pós-cooperação entre programas de pós-graduação em graduação em Administração no Brasil: evidências estruturais em quatro áreas temáticas. **Revista de Administração Contemporânea**, v. 13, n. 3, p. 366-390, 2009.

- ROSSONI, L.; GUARIDO FILHO, E. R. Onipresença nos conselhos editoriais: prestígio e cerimonialismo na atividade científica. **Revista Hispana para el Análisis de Redes Sociales**, v. 22, n. 8, p. 189-218, 2012. DOI: 257202

- SANTOS, R. A.; VARGAS, K. de F. S.; MOURA, G. L. de; MINELLO, I. F. Estudo do processo de internacionalização de uma empresa brasileira do setor de máquinas e implementos agrícolas. **InternexT - Eletrônica de Negócios Internacionais**, v. 7, n. 2, p. 26-48, 2012.

- SILVA, I. M. da; MORAES, W. F. de A. de. A internacionalização da Menendez Amerino Ltda: indícios e contestações do modelo nórdico. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 7, n. 1, p. 62-87, 2012.

- SOUZA, F. J. V. de, et al. Revista de Contabilidade do Mestrado em Ciências Contábeis da UERJ: uma análise de oito anos de publicação (2003 a 2011). **Revista de Administração, Contabilidade e Sustentabilidade**, v. 2, n. 3, p. 69-85, 2012.

- ULLRICH, D. R.; OLIVEIRA, J. S. de; SCHEFFER, A. B. B. Formação de redes sociais de coautoria na área de gestão de pessoas: uma análise bibliométrica em periódicos brasileiros no triênio de 2007 a 2009. **Revista de Gestão da USP**, v. 19, n. 4, p. 553-570, 2012.

- VANTI, N. A. P. Da bibliometria à webometria: uma exploração conceitual dos mecanismos utilizados para medir o registro da informação e a difusão do conhecimento. **Ciência da Informação**, v. 31, n. 2, p. 152-162, 2002.

- VIANNA, N. W. H.; ALMEIDA, S. R. de. A decisão de internacionalizar. **InternexT - Revista Eletrônica de Negócios Internacionais**, v. 6, n. 2, p. 1-21, 2011.

- WASSERMAN, S.; FAUST, K. **Social network analysis: methods and applications**. Cambridge: Cambridge University Press, 1994.

PRODUÇÃO ACADÊMICA DO PERIÓDICO INTERNEXT DE 2006 A 2013

Resumo: O objetivo deste estudo foi investigar o perfil e o padrão da produção acadêmica da Revista Eletrônica de Negócios Internacionais da ESPM, de 2006 a 2013, por meio de suas publicações científicas. Metodologicamente, utilizou-se as técnicas de análise bibliométrica e de rede social, mediante pesquisa documental e a estatística descritiva em 121 artigos identificados. Diante desse panorama, é possível afirmar que houve predominância de artigos publicados em parceria, especificamente com dois autores; Walter Fernando Araújo Moraes e Flavia Luciane Scherer, considerados os pesquisadores mais profícuos; a Escola Superior de Propaganda e Marketing (SP) foi a IESs que mais publicou e a mais central deste estudo; observou-se baixas densidades nas redes de coautoria e das IESs; Flávia Luciane Scherer foi a articulista com maior centralidade de grau. Identificou-se proeminência de estudos com a abordagem qualitativa e o tema internacionalização foi o mais publicado, ou seja, aparecendo como destaque em 32,23% do montante de 121 *papers* investigados.

Palavras-chave: Bibliometria; Revista Eletrônica de Negócios Internacionais da ESPM; Produção Acadêmica