

Academic production on the theme of internationalization in national journals: A bibliometric study

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ARTICLE DETAILS

Article history:

Received 16 October 2014

Accepted 9 October 2015

Available online in 30 April 2016

Double Blind Review System

Scientific Editor

Eduardo Eugênio Spers

Keywords:

Internationalization

Academic production

Bibliometric study

ABSTRACT

This study explored academic production on the theme of internationalization between 1999 and 2013 in academic journals, ranking from Capes/Qualis B2 to A2 (triennium 2010-2012). Methodologically, bibliometric and social networking analysis techniques were used. The main findings were: Borini, Scherer, Amal, Ferreira, and Gomes were highlighted for their co-authorship with regard to degree centrality. The higher education institutions (HEIs) USP, ESPM, and Uninove stand out in the social network of HEIs with respect to their degree. All social networks displayed in this work have low densities. The most published themes were: multinational companies, international business, innovation, competitive strategy, technology, export performance, small and medium-sized enterprises (SMEs), international markets, international marketing, and international strategies. These themes were highlighted in this study and are inherent in internationalization, showing coherence to the topic explored and, above all, that this subject is broad, because it addresses prevalent themes for the better understanding of the processes that drive internationalization in a global context.

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1. Introduction

The theme of internationalization is essential for countries and organizations as it contributes to the betterment of the nation and makes organizations less subordinate to the corporate market of each country (Kovacs; Moraes & Oliveira, 2011). Moreover, assumptions contained in the theories of internationalization help to understand the importance of this theme in the context of business (Borini et al., 2006). These assumptions are related to organizations beginning their exports late and include themselves in the corporate world market in a paused and sequential manner (Machado Neto & Almeida, 2008).

However, a particular field of knowledge and/or theme can only be understood if we first understand how it is being generated, disseminated, and socialized in academic literature, especially in Brazil. The analysis of the scientific production of articles published about this area of science and/or theme

leads to a better understand of how it is growing and evolving in the national academic context. Bibliometric analysis and social networks (Ribeiro, 2014) are emphasized, since they are essential to explore all the nuances that are inherent and necessary for better understanding vanguard themes, which is the case for internationalization in Brazilian scientific literature.

The research question that will serve as the foundation of this study is: What is the representation of academic production of the theme of internationalization in the period 1999-2013 in Capes/Qualis B2 to A2 journals (term 2010-2012)? The general objective that helps answer this paper's question is: explore the academic production of the theme of internationalization during the period 1999-2013 in Capes/Qualis journals from B2 to A2 (term 2010-2012).

Other studies of a similar intent have already been published, they are: Garcia, Oliveira, and Vieira

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(2011), Santos et al. (2011), Ferreira, Serra, and Almeida (2012), Guido and Lima (2012), Scarpin et al. (2012), Souza and Fenili (2012), Fernandez et al. (2013), Guimarães, Tadeucci, and Oliveira (2013), Kneipp et al. (2013), Ferreira, Cavalcanti Neto, and Gomes (2014), González-Valiente (2015), Moraes, Strehlau, and Turolla (2015), and Ogasavara et al. (2015). It turns out that all these works are recent, i.e., they are still state of the art; however, the study to be held now will help to promote and enhance – by means of new bibliometric indicators and social network analysis, previous research on the scientific production of internationalization. This will help minimize gaps that still exist in knowledge on the subject, particularly in national academic literature Capes/Qualis B2 to A2 journals in the areas of Administration, Accounting and Tourism.

This study measures recent indicators on the scientific production of the theme of internationalization, contributing to the incorporation of not only new bibliometric variables, but also by supplementing them with social network indicators. This helped to understand how the actors connect during the publication, dissemination, and socialization of articles about internationalization within Brazilian scientific spheres.

2. Internationalization: Concept, Theories, And Academic Production

The internationalization of enterprises is a phenomenon present in developed and emerging countries (Pereira Leite & Moraes, 2014) and has increasingly aroused the interest of researchers for the last few decades (Spohr & Silveira, 2012). It has influenced evolution in corporate spheres, multinational companies (Pereira, 1976; Costa & Porto, 2013), SMEs, and academia, particularly because of the discussion of its theories in academic literature (Moreira, 2009).

There are seven theories of internationalization: "the Product Life-cycle model, Nordic School of International Business, Uppsala, related to Innovation, Adaptive Choice, Eclectic Paradigm of Internationalization (OLI), internationalization model based on resources (RBV), and the Diamond Model" (Moraes; Oliveira; Kovacs, 2006, p. 128).

For Kovacs, Moraes, and Oliveira (2007), despite these theories being considered by some researchers as incompatible with each other, there is an intersections by some key concepts, such as the diamond model and the RBV for their respective

approaches on competitive advantage in international business; and the Uppsala life cycle model, with the adaptive choice and diamond model, because they can be considered procedural, describing the process of internationalization of organizations (Kovacs, Moraes & Oliveira, 2007).

Internationalization can be considered a policy that influences improvements (Guedes, 2006) through its processes (Hilal & Hemais, 2003) on multinational companies (Paiva & Hexsel, 2005) and SMEs (Cortezia & Souza, 2011; Floriani & Fleury, 2012). One can understand that internationalization is a strategic process which becomes an indispensable condition for the perpetuity of organizations (Pereira Leite & Moraes, 2014).

In recent years, several studies on the scientific production of the theme of internationalization have been published in national journals. The following are some of these works, which will be important in the discussion of the results of this research.

Garcia, Oliveira, and Vieira (2011) reviewed scientific production on the internationalization of companies in the Accounting Master's Program of UERJ in order to investigate the amount of published work on the topic from 2006 to 2009. The findings of the investigation show that 34 works on the theme during the period investigated were approved for publication. In relation to the authors, the most published authors were Garcia, Oliveira, and Barros, with 29, 10, and four articles respectively. The works were mostly elaborated in networks.

Santos et al. (2011) mapped publications on internationalization in the annals of *Enanpad* from 2005 to 2009. A total of 58 articles were identified. They showed that most publications were concentrated in the years 2008 and 2009, a predominance of studies published with two authors, and the growth of the theme of internationalization reached its peak in 2009. They concluded that research on internationalization needs to be further explored through national academic literature.

Guido and Lima (2012) did bibliometric research on transnational companies and internationalization from 1993 to 2012. In total, 142 studies were identified from the database Web of Science. Among the main findings, the authors noted that the work on these themes are concentrated in countries like England, United States of America (USA), Germany, and Australia. They concluded that the theme of internationalization and the concept of transnational

companies still provide fertile ground for new discoveries.

Scarpin et al. (2012) researched scientific production on clusters and internationalization in high-impact Brazilian journals from 2000 to 2010. They identified 28 articles, most of which were published in 2008. The linkages between the authors proved to be quite diverse, 25 HEIs in total, with the UFSC being the best prominent in publication terms and the greatest concentration being found in the institutions of the south and southeast of Brazil. Most of the production (50%) was done by two authors.

Souza and Fenili (2012) identified and discussed scientific literature on company internationalization in order to present a research agenda. Brazilian and foreign academic production was analyzed from 2005 to September 2011, with 141 articles being selected. They noticed a lack of production that promotes a direct discussion on the relationship between internationalization and culture, especially with regard to initiatives in Brazil.

Guimarães, Tadeucci, and Oliveira (2013) performed a bibliometric analysis on intercultural management, internationalization, and academic mobility. The results observed a lack of scientific research production of the area that deals with intercultural management themes, internationalization, and higher education institutions. The authors concluded that these topics are growing, considering the context.

Kneipp et al. (2013) analyzed publications related to the theme of internationalization in journals and conferences linked to Enanpad from 1997 to 2010. In total, 122 studies were identified. They verified that the publications have been present in greater numbers from 2006, especially for journals *RAC* and *BAR*. The majority of the publications have between two and three authors. The HEIs that published the most were UFRJ, USP, and UFRGS.

Ferreira, Cavalcanti Neto, and Gomes (2014) identified and discussed the profile of scientific production and the evolution of the theme of company internationalization in articles published in the electronic library of scientific journals (SPELL) in the period 2009-2013. In total, 174 articles were identified. They found that research with two or three authors are the most frequent and that the area presented a development from 2010 to 2012 in relation to the number of articles published, and that they characterize themselves as being based on

consolidated theories from an economic and behavioral perspective.

González-Valiente (2015) analyzed the journal *Internext* during the period 2006-2013. The author noted that the most cited articles have a strong relation with the themes of theory and strategy of internationalization, transaction analysis, and corporate governance.

Moraes, Strehlau, and Turolla (2015) analyzed Brazilian scientific research on enterprise internationalization through a review of all articles published in the journals classified as Qualis/Capes A from 2001 to 2014. The authors highlight publications from the journal *RAC* on the said topic. Subjects covered were the School of Uppsala, theories of entrepreneurship, and networks. The HEIs that stood out were: PUC-MG, USP, FGV-SP, ESPM, UFRGS, and Unisinos. The authors that were highlighted were: Rezende, S. F. L., Borini, F. M., and Versiani, A.

Ogasavara et al. (2015) examined recent research on the internationalization of Brazilian multinationals based on analysis of 174 articles that appeared in academic journals, books, and international and Brazilian conferences. The scholars noted a predominance of articles published in partnership; the authors Oliveira Júnior, Fleury, and Borini were also highlighted.

Observing the eight investigations referred to in the previous paragraphs, there is a similarity between them, in particular, bibliometric studies on the theme of internationalization that are searched individually or together with other themes. Mostly, papers sought to investigate and identify the academic production of the subject of internationalization based on congress databases and/or national journals. It may also be noted that some of these studies state and show internationalization as an evolving subject in academic literature.

However, none of these eight works seen previously sought to research the subject of internationalization in 62 national academic journals of Capes/Qualis B2 to A2. The research proposed in this study is more recent and broad and can mitigate gaps in scientific production of internationalization that occurred in relation to the eight bibliometric studies emphasized.

The study that is being carried out in this paper is the most recent and updated, and encompasses a range of top national journals that, consequently, increases the number of works studied. This research

will show scientific production on internationalization in the last 15 years, contributing to information that may be useful for the improvement, promotion, and greater socialization of studies on internationalization in national scholarly literature.

3. Research Method

The objective of this study was to explore the academic production of the theme of internationalization from 1999 to 2013 in Capes/Qualis B2 to A2 journals (term 2010-2012) in the areas of Administration, Accounting, and Tourism.

The academic production of the subject of internationalization was explored using bibliometrics and analysis of social networks (Ribeiro, 2014). Bibliometrics were used in this study to measure the following variables: evolution of the theme, presentation of the theme by the journals, authorship, authors, HEIs, states, and countries.

It is emphasized that apart from bibliometrics, scientometrics were used, with the focus of identifying areas of interest, particularly the themes (Pacheco & Kern, 2001) related to and connected with the main theme explored in this study. This will give a better understanding of the field of scientific knowledge on internationalization in Brazilian academic literature.

Bibliometric studies can contribute to systematize research in a particular field of knowledge and address issues to be investigated in future research. In this way, it is feasible to think that scientific knowledge is developing gradually and bibliometrics help improve these cited fields of knowledge (Chueke & Amatucci, 2015).

The technique of social network analysis was added to calculate the variables of social networks, social networks of HEIs, and social networks of states and countries. It also assesses nodes, ties, density, centrality, and especially the degree, i.e., degree centrality of their respective social networks.

Returning to focus on bibliometrics, it is understood that the rigor of these studies is characterized by observation of the premises which administer each of the methods. For example, in the specific case of bibliometrics, authors are trusted to meet the laws underpinning these studies (Chueke & Amatucci, 2015), which are: Lotka's law, Bradford's law, and Zipf's law. Lotka's law measures the productivity of researchers using a model of

categorization, size, and presence of several authors in a number of scientific texts (Leite Filho, 2008).

Bradford's law relates to the dissemination of journal literature (Beuren & Souza, 2008), that is, it measures the journals in order of decreasing productivity on a given topic, checking for a core number of journals that stand out and are devoted to the well-explored topic (Beuren & Da Silva, 2014).

Zipf's law aims to calculate the frequency of words in various scientific texts (Ferreira, 2010). Thus, a sort of classification of terms of a particular topic (Vanti, 2002) are found, however, this type of metric was not used in this paper.

Visually, a social network is comparable to a chain with a set of interconnected nodes, which simulate the connection points of actors (Ducci & Teixeira, 2011) here represented by the authors, HEIs, and states/countries. The nodes represent actors, and the ties are formed from the linkages between the actors (Martins et al., 2010). These ties may be strong or weak. Strong ties are composed of more frequent and extensive ties with two or more actors, composing a coherent and associated social network (Corrêa & Vale, 2014).

Density is one of the most common measurements in social network analysis (Albuquerque Filho & Machado-Da-Silva, 2009) and measures the intensity of the actors' exchanges in a social network. Its calculation contributes to the formulation of hypotheses about information that surrounds it in the network (Mello & Crubellate; Rossoni, 2010), and can be enhanced by both the social network of authors and the social network of HEIs and states/countries, contributing to a better understanding of the degree of centrality of a social network. There are three most commonly used ways to calculate this type of evaluation: degree centrality; closeness centrality; and betweenness centrality.

To explore articles on the topic of internationalization, Brazilian journals classified from A1 to B2 by Capes/Qualis in the areas of Administration, Accounting, and Tourism were chosen. It was then related and cataloged in table 1. It is justified to work to the classifications A1 to B2 in order to see the higher quality journals, which influences the quality of articles published.

Table 1 reveals that 62 national academic journals were analyzed in this study. Data collection was achieved by searching manuscripts published from

Tab. 1

Classification of journals, three years (2010-2012)

Journal	Acronym	ISSN	Grade
Brazilian Administration Review	BAR	1807-7692	A2
Brazilian Business Review	BBR	1807-734X	A2
Gestão & Produção	G&P	1806-9649 or 0104-530X	A2
Organizações & Sociedade	O&S	1984-1413-9230 or 585X	A2
RAC Eletrônica	RAC-e	1981-5700	A2
Revista de Administração Contemporânea	RAC	1415-6555 ou 1982-7849	A2
RAE Eletrônica	RAE-e	1676-5648	A2
Revista de Administração de Empresas	RAE	1415-6555 ou 1982-7849	A2
Rausp-e	Rausp-e	1983-7488	A2
Revista Brasileira de Economia	RBE	0034-7140	A2
Revista Contabilidade & Finanças	RC&F	1519-7077 or 1808-057X	A2
Revista de Administração da USP	Rausp	0080-2107 or 1984-6142	A2
Revista de Administração da USP	RAP	0034-7612	A2
Revista Base	BASE	1984-8196 or 1807-054X	B1
Cadernos EBAPE.BR	EBAPE	1679-3951	B1
Contabilidade Vista & Revista	CV&R	0103-734X	B1
Contexto Internacional	CI	0102-8529	B1
Economia Aplicada	EA	1413-8050	B1
Economia e Sociedade	ES	0104-0618	B1
Economia Global e Gestão	EGG	0873-7444	B1
Estudos Econômicos	EE	0101-4161	B1
Faces: Revista de Administração	Faces:	1517-8900 or 1984-6975	B1
Gestão & Regionalidade	G&R	1808-5792 or 2176-5308	B1
Produção	Prod.	1980-5411 or 0103-6513	B1
Nova Economia	NE	0103-6351	B1
Revista de Administração e Inovação	RAI	1809-2039	B1
Revista de Administração Mackenzie	RAM	1518-6776 or 1678-6971	B1
Revista Eletrônica de Administração	READ	1413-2311 or 1980-4164	B1
Brazilian magazine of Finance	RBF	1679-0731 or 1984-5146	B1
Revista Brasileira de Gestão de Negócios	RBGN	1983-0807 or 1806-4892	B1
Revista Brasileira de Pesquisa em Turismo	Rbtur	1982-6125	B1
Revista Contemporânea de Contabilidade	RCC	2175-8069 or 1807-1821	B1
Revista de Administração da UFSM	ReA	1983-4659	B1
Revista de administração da Unimep	RAU	1679-5350	B1
Revista de Ciências da Administração	RCA	2175-8077 or 1516-3865	B1
Revista de Contabilidade e Organizações	RCO	1982-6486	B1
Revista de Economia Contemporânea	REC	1415-9848	B1
Revista de Economia Política	REP	0101-3157 or 1809-4538	B1
Revista Universo Contábil	RUC	1809-3337	B1
Contabilidade, Gestão e Governança	CGG	1984-3925	B2
Contextus	CONT.	1678-2089	B2
Enfoque: Reflexão Contábil	ERC	1517-9087	B2
Gestão & Planejamento	G&P	2178-8030	B2
Gestão & Sociedade	G&S	1980-5756	B2
Revista Eletrônica de Negócios Internacionais da ESPM	InternexT	1980-4865	B2
Organizações em Contexto	OC	1809-1040 ou 1982-8756	B2
Perspectivas Contemporâneas	PC	1980-0193	B2
Pretexto	PRET.	1517-672X ou 1984-6983	B2
Revista de Administração, Contabilidade e Economia	RACE	1678-6483 or 2179-4936	B2
Revista Brasileira de Estratégia	Rebrae	1983-8484	B2
Revista Brasileira de Inovação	RBI	1678-6483 or 2179-4936	B2
Revista Eletrônica de Ciência Administrativa	Recadm	1677-7387	B2
Revista de Gestão da USP	REGE	2177-8736 ou 1809-2276	B2
Revista Alcance	Alcance	1983-716X	B2
Revista Ambiente Contábil	Ambiente	2176-9036	B2
Revista de Educação e Pesquisa em Contabilidade	Repec	1981-8610	B2
Revista Economia & Gestão	REG	1984-6606	B2
Revista Iberoamericana de Estratégia	RIAE	2176-0756	B2
Revista Pensamento Contemporâneo em Administração	RPCA	1982-2596	B2
Revista de Gestão Organizacional	RGO	1806-6720 or 1983-6635	B2
Revista de Gestão Social e Ambiental	RGSA	1981-982X	B2
Sociedade, Contabilidade e Gestão	SCG	1982-7342	B2

Source: Research data

1999 to 2013 in these journals. Each of these journals were search for articles that include the theme of internationalization. All published papers were available electronically. The published academic papers were accessed directly from the respective websites of the journals, and the search was examined to find all the research that presents the keywords: *Internacionalização, internacional; internacionais; multinacionais; multinacional; subsidiárias; subsidiária, exportação; global; transnacional, Internationalization, international, internationals, multinationals, multinational, subsidiaries, subsidiary, export, global, and transnational*. These were searched for in the title, abstract or the keywords of each published article.

To filter the mentioned keywords, the study with the research question was focused on and aligned so that all items identified had at least one of the keywords, title, the abstract and/or the keywords for each text. The number of keywords in the search for articles on the topic of internationalization were not expanded to prevent the raising of other approaches that are not relevant to this study. Thus, articles with full adherence to internationalization content were identified, making the scientific texts the study object. One can then understand that the cut mentioned presented a specific group in the area that

characterizes the approach of internationalization in all its nuances specified above.

Keywords were not analyzed simultaneously in order to choose all the articles that have at least one of the previously described keywords. The discernment used for the selection of the manuscripts was based on the event of the aforementioned keywords and found concomitantly in the title, not in the abstract or the keywords of papers in this study.

Data collection returned 407 articles that were analyzed quantitatively. Data on each manuscript were modified and captured using the software Bibexcel, and the reproduction of figures was done using the software UCINET 6 for Windows and Microsoft Excel 2007.

4. Analysis and discussion of results

The purpose of this section is to focus on analysis and discussion of the results of the 407 articles identified.

4.1 Evolution of the theme of internationalization

Figure 1 shows the evolution of the subject internationalization during the 15 years explored.

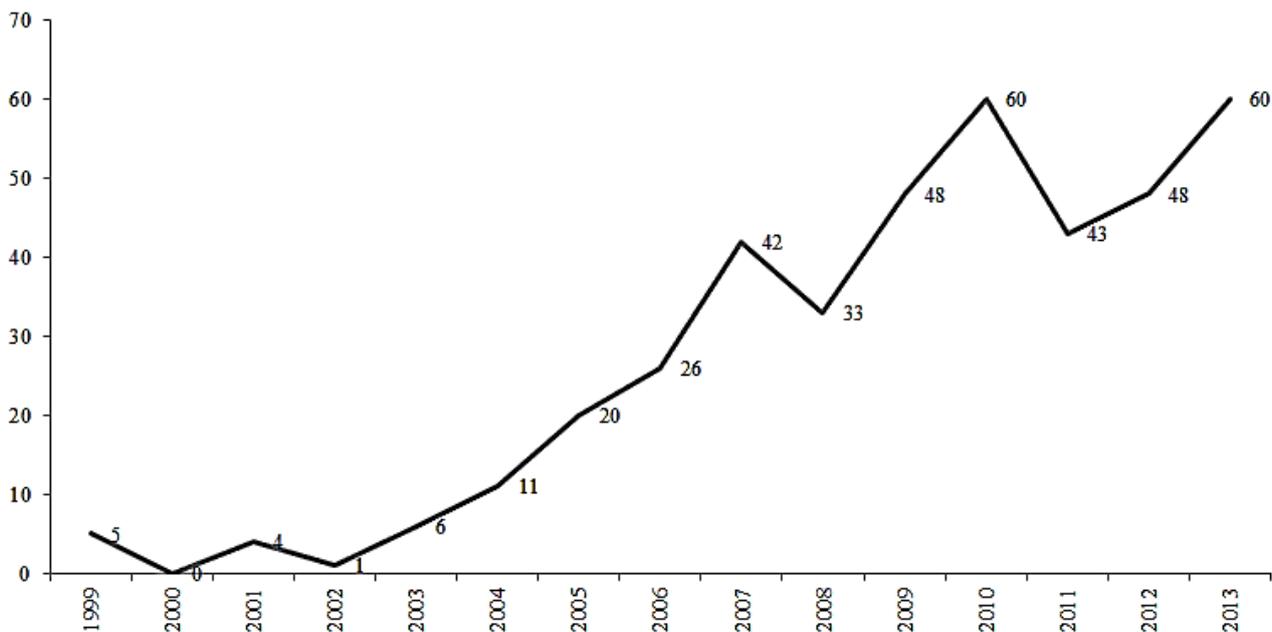


Fig. 1
Evolution of the theme of internationalization
Source: Research data

It turns out that the theme of internationalization began to grow in 2004, reaching its peak during 2010 and 2013, with both years having 60 articles published in them. The studies of Santos et al (2011) and Kneipp et al. (2013) are highlighted, corroborating with the findings of this work.

The data placed in Figure 1 shows that the subject internationalization is continuously gaining space in the academic literature, even though there was small drop in 2011; however, publications on this theme have become mature in the research published by journals explored in this study.

Such data help to demonstrate the importance that internationalization has in a literary context,

providing opportunities for national academic readings of several papers by various stakeholders (researchers, professors, students, managers etc.), collaborating with it for greater discernment, understanding, and dissemination of this subject, and cooperating with their development not only academic, but also in a business scenario in Brazil.

4.2 Journals per year

After observing and directing the filter according to that shown in the methods section of this work, table 1 shows the 53 journal articles published related to the topic of internationalization from 1999 to 2013, which is approximately 85% of the analyzed journals

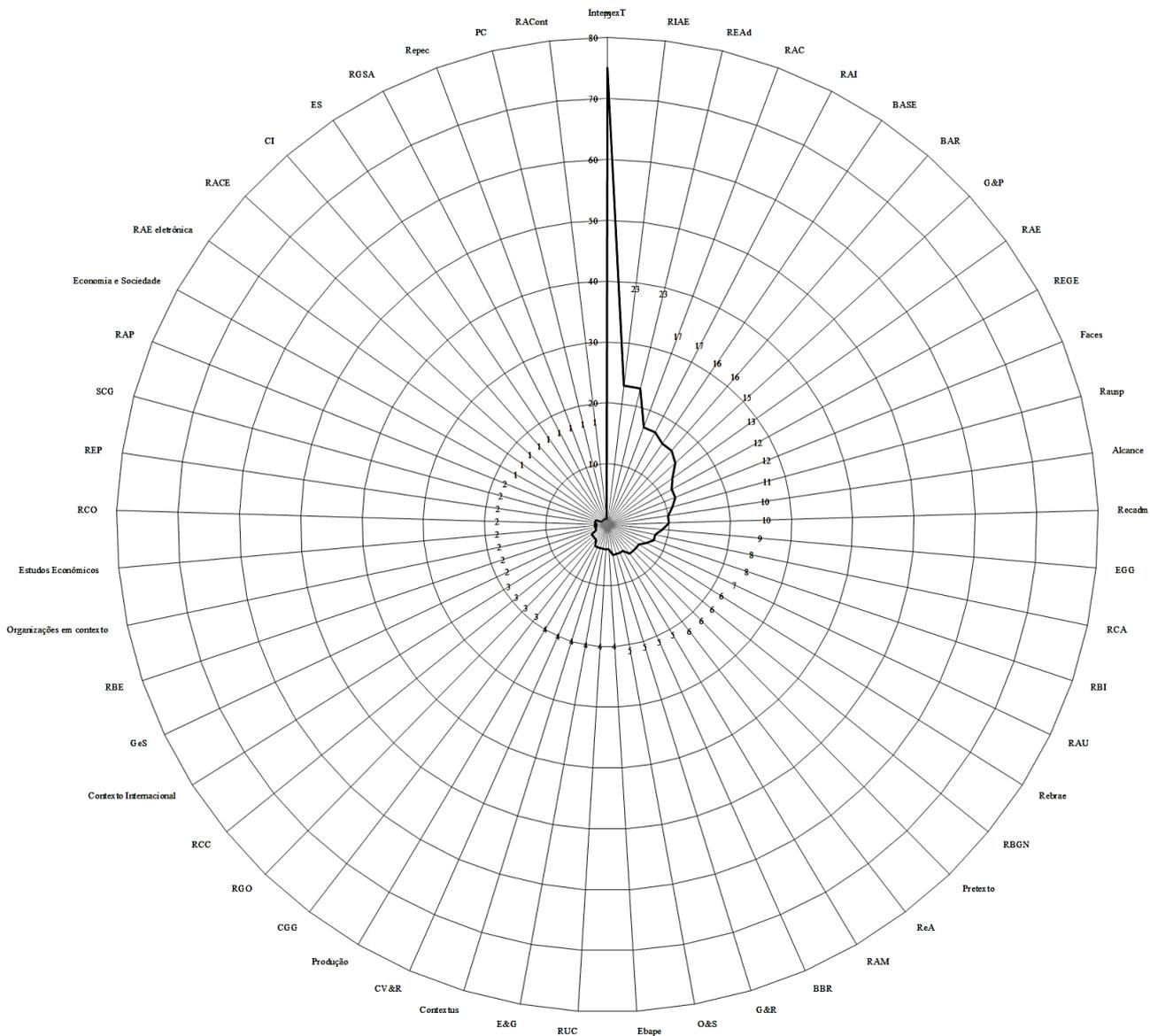


Fig. 2
Articles related to internationalization by journal
Source: Research data

in this work. Such a percentage shows and confirms that the theme of internationalization is well disseminated in scholarly Brazilian literature, going back to what was seen in figure 1 of this study.

It is observed that the journal *Internext* has released 75 manuscripts on internationalization in the last 15 years. Since it began its work in 2006, the journal publishes at least one paper on the subject every

Tab. 2
Journals by year

Journals/Years	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	Total
Internext								9	7	3	8	11	11	9	17	75
RIAE								1	1		2	3	6	4	6	23
Read					1	1	3		7	1	2	1	2	3	2	23
RAC					2		3	1		1		4	1	3	2	17
RAI								1	2	2	2	4	2		4	17
BASE								1		3	4	2	2	1	3	16
BAR								1	3	1	2	3	3	1	2	16
G&P	1		1		2	2	1	1			1	1	1	2	2	15
RAE	2						1	1	2		3	1	1	2		13
REGE						1			1		1	2	2	1	4	12
Faces						1		1		2	2	2		1	3	12
Rausp				1				1	2		1	2		2	2	11
Alcance							4	1		1			1	1	2	10
Recadm						1			2		1	2	3	1		10
EGG										2	3	2	1	1		9
RCA						1	1		2		1	1		2		8
RBI								1	1		1	2		1	2	8
RAU						1			2	2		1		1		7
Rebrae										1		2	1	1	1	6
RBGN						1				1	1			1	2	6
Pretexto							1		1	1		2		1		6
ReA										2		1		2	1	6
RAM							1	1		2	1					5
BBR								1		1		1	1		1	5
G&R									1	1	1	2				5
O&S	1		2			1	1									5
Ebape							1				1	1		1		4
RUC										1	1	1			1	4
E&G								1	3							4
Contextus									1	1			1	1		4
CV&R			1		1	1						1				4
Produção							1				1			1	1	4
CGG											1		2			3
RGO											1	1		1		3
RCC								1		2						3
Contexto Internacional	1										1			1		3
GeS										1	1					2
RBE									2							2
Organizações em Contexto								1					1			2
Estudos Econômicos							1				1					2
RCO										1		1				2
REP							1							1		2
SCG											1		1			2
RAP								1			1					2
Economia e Sociedade															1	1
RAE Eletrônica												1				1
RACE															1	1
CI									1							1
ES									1							1
RGSA											1					1
Repec														1		1
PC												1				1
RACont												1				1
Total	5	0	4	1	6	11	20	26	42	33	48	60	43	48	60	407

Source: Research data

year, reaching a peak in publications in 2013, with 17 published articles. This information is consistent with the main purpose of this academic vehicle, which is the production, publication, and dissemination of articles related to the area of International Management, being considered a journal that guides publications and topics related to International Business.

González-Valiente (2015) confirm this, stating that *Internext* is a periodical which focuses on international business, seeking to answer questions that guide international management, such as strategy, finance, people management, and organizational studies among others. The emphasis on the theme of internationalization shown in table 2 is healthy, since the aforementioned journal presents other themes on international business and is not only about internationalization.

The emphasized journals are: *RIAE*, *REAd*, *RAC*, *RAI*, *BASE*, *BAR*, *G&P*, *RAE*, *REGE*, and *Faces*, with 23, 23, 17, 17, 16, 16, 15, 13, 12, and 12 manuscripts

figure, the journal *Internext* and its prominence in publications on the subjects under investigation are apparent.

The data and information identified in this section all contribute to show the journals that give greater emphasis to the theme studied, assisting senior researchers and/or beginners who seek to publish and have their work on internationalization disclosed and socialized in the national academic literature.

It is also important to note that journals that are not present in this study does not mean that they cannot publish papers on internationalization, but rather it is an opportunity for authors to submit their manuscripts through these academic channels, causing *a posteriori* that are published, greatly influencing the expansion of articles on the subject studied here.

4.3 Authoring Features

Table 3 shows the authorship of 407 articles identified in this paper.

Tab. 3

Authorship characteristics

Author/Year	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	Total	%
single Author	3	0	1	1	2	1	8	6	9	3	8	7	3	6	4	62	15.23%
Two authors	2	0	3	0	2	8	5	14	20	12	20	15	19	16	23	159	39.07%
Three authors	0	0	0	0	1	2	6	4	9	10	12	27	12	17	18	118	28.99%
Four authors	0	0	0	0	1	0	1	2	3	8	7	10	8	6	11	57	14.00%
Five authors	0	0	0	0	0	0	0	0	1	0	0	0	0	3	4	8	1.97%
Six authors	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	3	0.74%
Total	5	0	4	1	6	11	20	26	42	33	48	60	43	48	60	407	100.00%

Source: Research data

published from 1999 to 2013. This finding is consistent with Bradford's law (Beuren & Souza, 2008), which measures the productivity of journals, establishing retrospectively the core journals on the theme of internationalization. Thus, the basic core for this study consists of the periodicals: *Internext*, *RIAE*, *REAd*, *RAC*, *RAI*, *BASE*, *BAR*, *G&P*, *RAE*, *REGE*, and *Faces*. In other words, these academic means of communication are particularly important (Beuren & Souza, 2008) for the publication and dissemination of the theme of internationalization in Brazilian academic literature, especially *Internext*, as highlighted before.

Figure 2 covers the papers that relate to the subject of internationalization by journal. For this

Note that most of the manuscripts were published in partnership, with about 85% of the papers being released with two to up to six authors. The research of Ogasavara et al. (2015) is highlighted here, corroborating with the findings in this section.

It should be mention that publications in partnership are a feature that has been taking strength in national scholarly literature, especially in the areas of Administration, Accounting and Tourism. The findings reported in table 2 do not particularly address the issue at hand, but these results are inherent in various topics in the areas of Administration, Accounting and Tourism.

This shows that publication in partnership is an essential strategy to foster a given theme and/or field of knowledge in academia, providing greater activation of research on various mature, emerging and/or embryonic subjects. Research in partnership also allows the generation of groups of studies that contribute to the greater dissemination and socialization of science, which is manifested through studies of important themes of academia and business, as is the case for the theme of internationalization. In this sense, the theme is being spread in a macro form in Brazilian scholarly

literature, enhancing the amount of studies that are published and disseminated in national academia.

4.4 Most prolific authors

After observing and effectively filtering studies according to that suggested in the methods section of this study, Figure 3 shows 654 authors who helped publish 407 research studies about internationalization, demonstrating the 18 most productive authors.

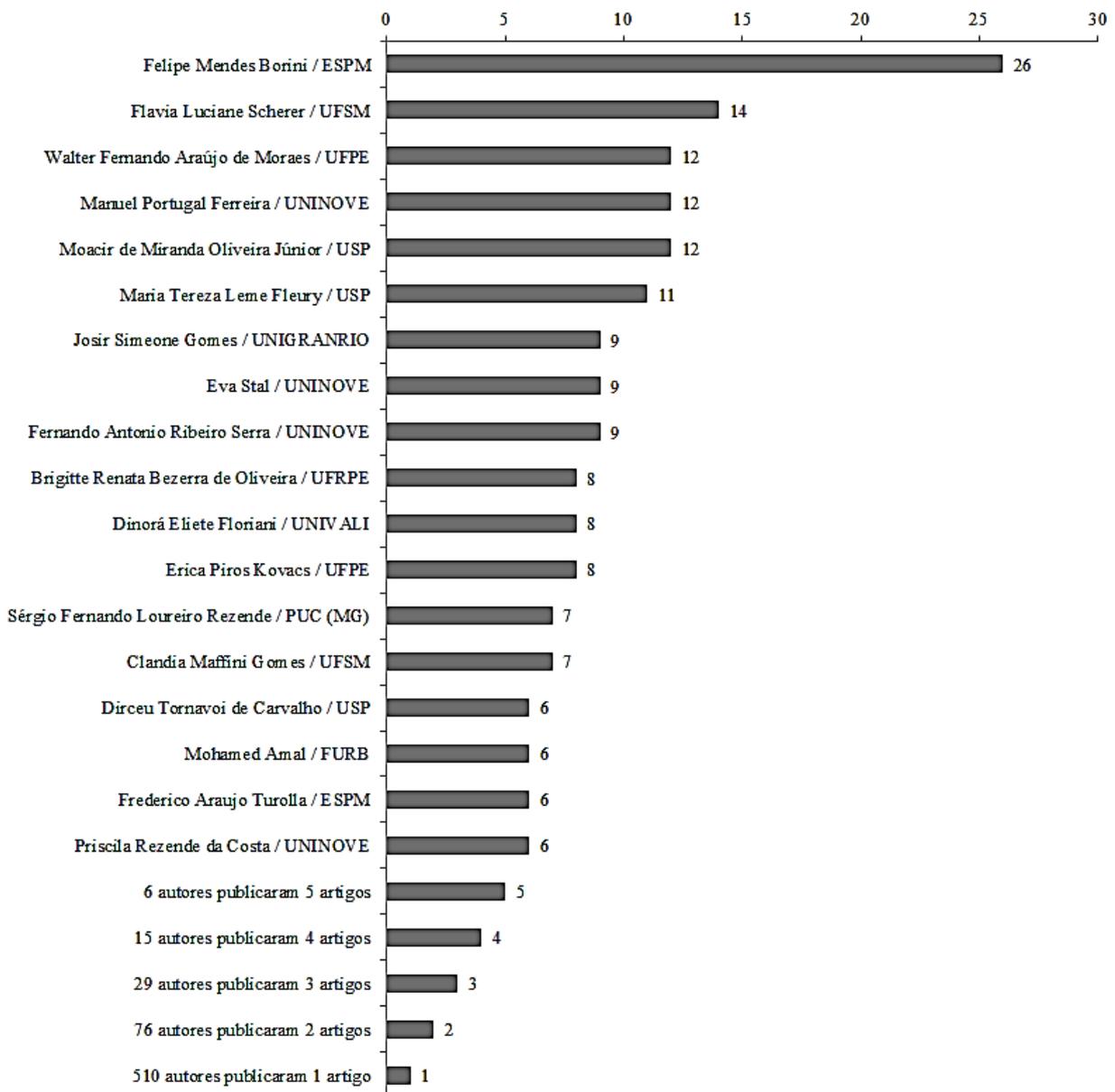


Fig. 3

Prepared by the authors

Source: Research data

It is noted that the author Borini, was the most productive author, publishing 26 articles on internationalization during 15 years of studies. Then come the researchers: Scherer, Moraes, Ferreira, Oliveira Júnior, and Fleury, with 14, 12, 12, 12, and 11 publications respectively. The findings of Moraes, Strehlau and, Turolla (2015) corroborate with the findings found here with regards to the author Borini. And besides stressing the researcher Borini, Ogasavara et al. (2015) confirm the results of this section, highlighting the importance of academics

Other interesting data shows that from the 18 authors most productive authors, 11 are from HEIs in the Southeast; four are from HEIs in the South; and three from the Northeast region. The HEIs that stood out were Uninove (four researchers), USP (three authors), and, UFSM, ESPM, and UFPE, all with two researchers each.

4.5 Most published HEIs

Figure 4 shows the 169 HEIs that were present in this study, highlighting the 20 most productive HEIs.

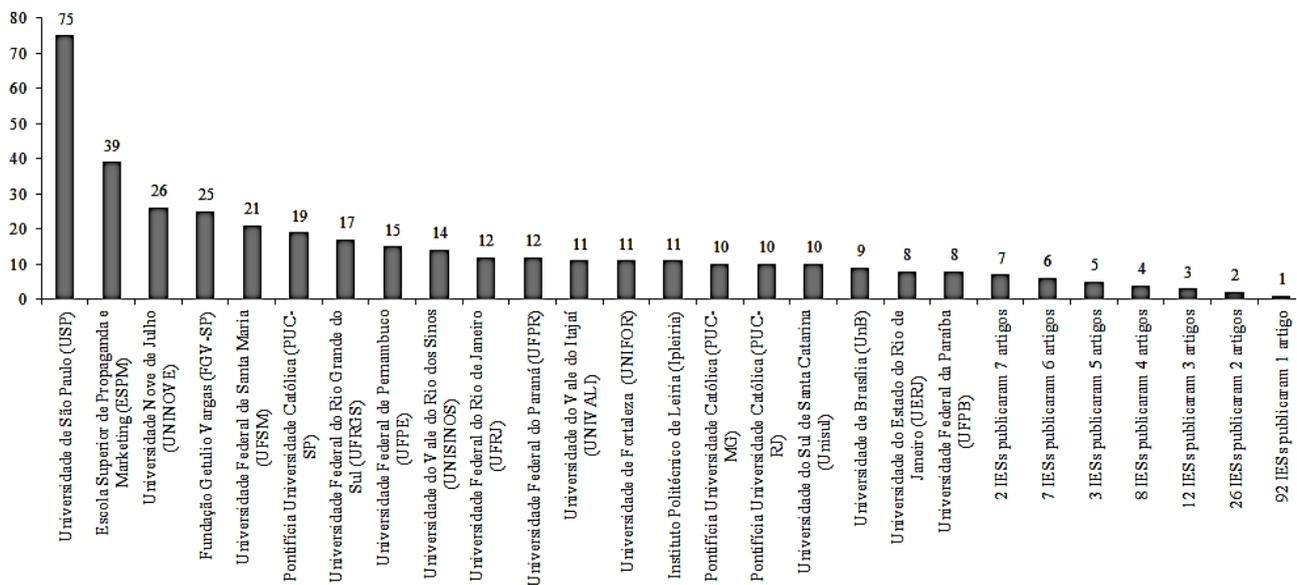


Fig. 4

HEIs

Source: Research data

Oliveira Júnior, and Fleury for the diffusion of the theme of internationalization in national academic literature.

The following writers had nine published papers: Garcia, Stal, and Serra; authors who had eight articles: Oliveira, Floriani and Kovacs; with seven publications: Rezende and Gomes; and researchers with six publications: Carvalho, Amal, Turolla, and Costa.

18 academics published six to 26 articles; 50 authors published three to five papers; 76 researchers released two manuscripts; and the vast majority, i.e., 510 writers, published only once. Such data refers to Lotka's law, because it measures the productivity of authors (LEITE FILHO, 2008), stressing that few authors often publish a lot and many authors publish little (RIBEIRO, 2014).

USP is the most productive among the 169 HEIs identified in this study. USP, through their researchers from 1999 to 2013 has managed to publish 75 articles. The work of Kneipp et al. (2013) corroborate with the findings of this section, in particular with regard to USP's production of articles on the topic of internationalization. The other noteworthy HEIs are: ESPM, Uninove, FGV-SP, UFSM, PUC-SP, UFRGS, UFPE, Unisinos with 39, 26, 25, 21, 19, 17, 15, and 14 published articles. Authors include Moraes, Strehlau, and Turolla (2015). In addition to USP, the HEIs highlighted are FGV-SP, ESPM, UFRGS, and Unisinos, corroborating with the results of this research.

The HEIs that have 12 published manuscripts: UFRJ and UFPR; the HEIs with 11 publications: Univali, Unifor, and Ipleiria (Portugal); the HEIs: PUC-MG, PUC-RJ, and Unisul all published ten articles; UnB had

nine papers; and finally with eight publications are the institutions UERJ and UFPB.

In total, 20 HEIs published eight to 75 articles; 57 HEIs published two to seven papers; and the vast majority (that is, 92 institutions) published only one article each. This shows that even though the subject internationalization has grown in the last 15 years (particularly from 2004), there is still room to evolve, especially if the HEIs that publish less start encouraging and divulging more articles through the activities of their professor/researchers.

4.6 Co-authoring Networks

Figure 5 shows the co-authoring of 654 network authors identified in this study, which emphasizes degree centrality.

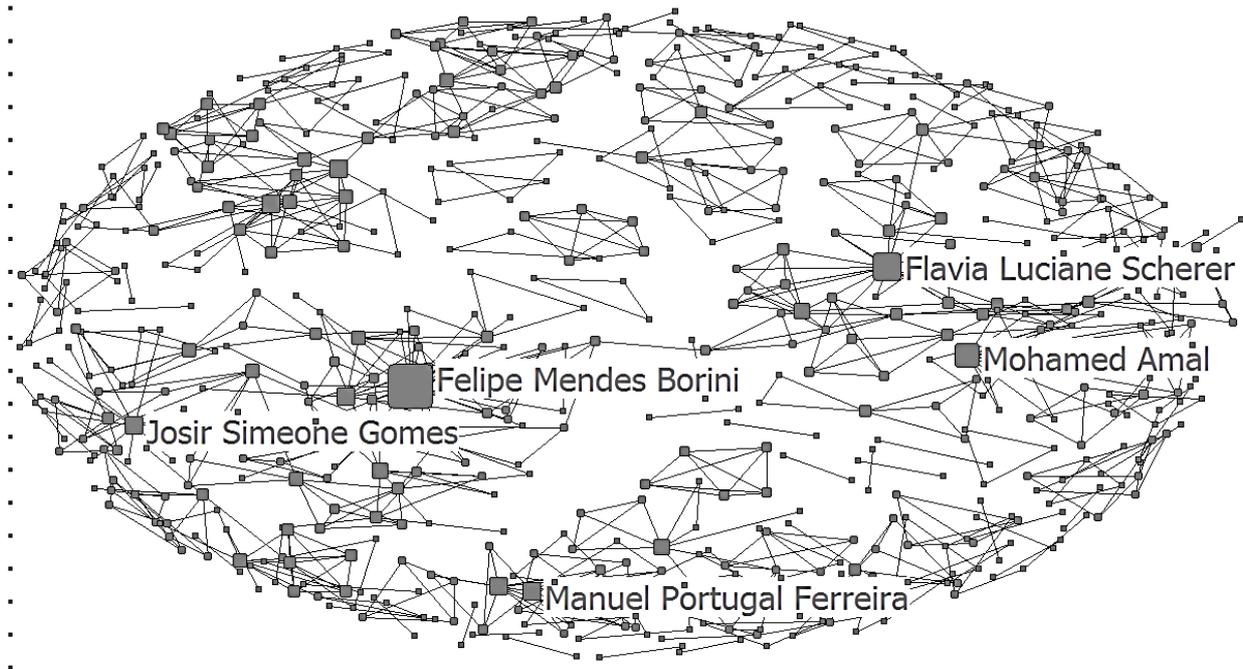


Fig. 5
Co-authoring network
Source: Research data

The network of co-authors displayed in figure 5 has a density of 0.0045, i.e., less than 1% (0.45%) of the interactions among the researchers are realized. Such information can be understood by virtue of the network having several other networks of co-authors inside it, forming a number of study groups; however, these partnerships are only between a few authors and not each other, preventing a greater connection between the 654 authors identified in this network.

Also highlighted for their respective centrality degree are the authors Borini, Scherer, Ferreira, Amal, and Gomes. These researchers, therefore, by their respective number of ties have a higher relevance and importance as actors in this social network (Mello; Crubellate; Rossoni, 2010). It is interesting to highlight that these authors, as well as being the most central in this network are also among the 20 that produced the most papers on internationalization in this study. The authors Scherer, Borini, and Ferreira are among the five most productive. This finding asserts the prominence and value that these researchers have to the dissemination of the theme investigated in academic literature in Brazil.

4.7 Network of HEIs

Figure 6 shows the social network of 169 HEIs, conceiving 169 nodes that are anchor points between actors (Ducci & Teixeira, 2011), which in this case are the HEIs.

The highlighted HEIs in this social network are USP, ESPM, Uninove, FGV-SP and PUC-SP. Such data given shows the importance these of institutions in producing papers about internationalization in Brazil.

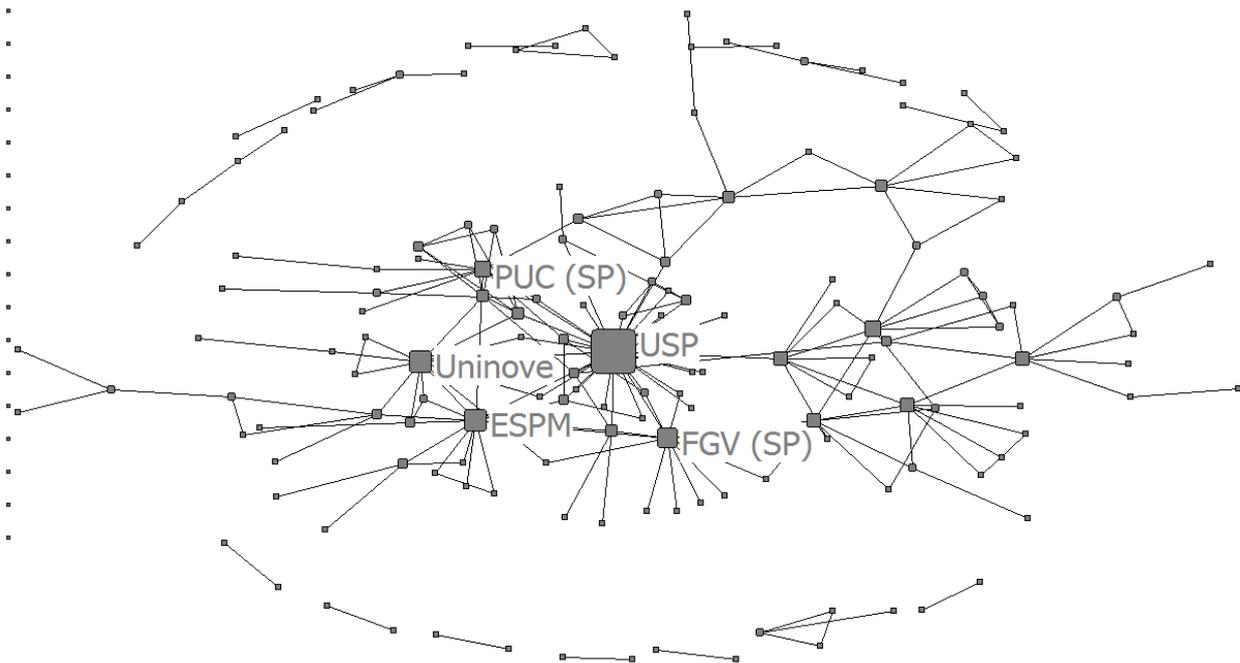


Fig. 6
Network of HEIs
Source: Research data

This is due to the featured authors (Figure 3) linked to these HEIs in the production of manuscripts on the subject studied, except FGV-SP and PUC-SP, which had no authors among the 18 first in Figure 3 of this paper. Such information shows that FGV-SP and PUC-SP have a wider range of researchers who produced less, but in general this amount is added to the

publications of these cited researchers, which is influenced by the scientific production of FGV-SP and PUC-SP on the subject internationalization.

The findings in Figure 6 provides data that shows that the HEIs featured in this section are instrumental for the disclosure and dissemination of the theme. Furthermore, despite the prominence of the

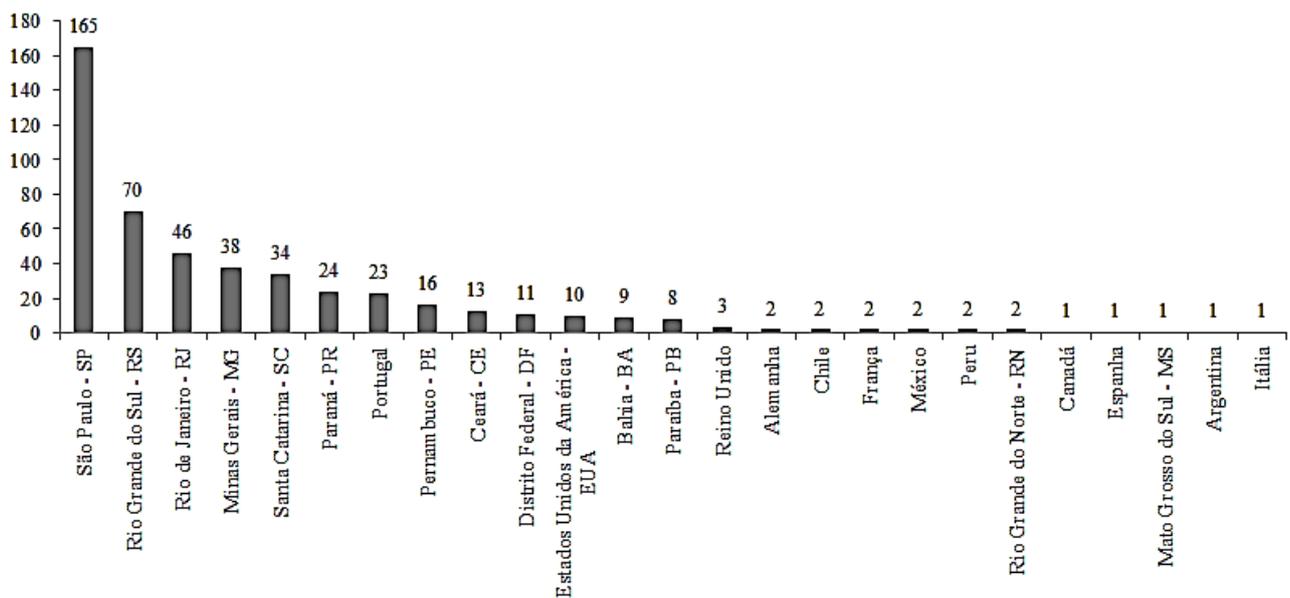


Fig. 7
States and countries
Source: Research data

Northeast region because of UFPE (see Figures 4 and 7), the findings in this section (and in general for this study) show that the main regions that dominate publications on the theme of internationalization are in the Southeast and South (Figure 7), considering the HEIs that are present in such regions.

It is important to highlight Portugal and USA (Figure 7) for their HEIs' respective contributions to the enrichment of the theme of internationalization in Brazilian scholarly literature, showing that this topic has appeal not only nationally, but also internationally.

4.8 Topics covered

Table 4 reports the 78 themes in 407 explored articles about internationalization from 1999 to 2013, and these cover and are inherent to the main subject of this study.

Multi-national companies was the most prevalent theme in 15 years of research on internationalization, with 31 articles published. Such a finding is due to the importance of companies for greater dissemination and understanding of the subject of internationalization (Costa & Porto, 2013), because these organizations have relatively extensive international operations, covering the international movement of goods and economic, financial, technological resources, and management (Pereira, 1976). The next most prevalent theme is international business, with 24 manuscripts published. It is emphasized that the mentioned subject, through its research published (Ferreira et al., 2009), is essential for a better understanding of the relevant subjects that apply and have implications for the theme of internationalization (Carpes et al., 2010).

The subject of innovation comes next with 23 articles published, may be because innovation is considered necessary to the prism and process of internationalization, being viewed as an effective organizational strategy (Fleury & Fleury, 2003). Innovation enables the generation of competitive advantage for organizations wishing to climb onto the international stage (Borini et al., 2006), which perfects and develops the international standards of these organizations (Judice, Da Silva & Baeta, 2005). The subject of competitive strategy is next with 21 articles. The relationship between internationalization and competitive strategy must

be for the simple fact that internationalization is a strategy (Contador & Stal, 2011) that generates competitive advantage for organizations that adopt it (Fleury & Fleury, 2003).

The subject of technologies also appears with 18 papers published. The theme of export performance comes soon after with 16 publications. It is highlighted as a result of its emergence in the national academia (Silva, Crespam & Scherer, 2013), for example, in relation to SMEs (Klotzle & Thomé, 2006). Other subjects that stood out were SMEs and international markets, both with 15 papers published. It is understandable that internationalization can influence SMEs and their performance, exploring and providing a new approach to international markets (Floriani & Fleury, 2012).

The themes international marketing, international strategies, and theories of internationalization also stand out with 14, 13, and 12 articles published respectively. Theories of internationalization are focused on as they can help to understand the essence and importance of internationalization in business (Borini et al., 2006).

5. Final considerations

The objective of this study was to explore the academic production of the theme of internationalization theme from 1999 to 2013 in Capes/Qualis journals B2 to A2 (term 2010-2012).

A predominance of articles published in partnership was observed. Of these, the most prolific authors were: Borini, Scherer, Moraes, Ferreira, and Oliveira Junior. It should be mentioned that from these authors, three authors stood out because of their high centrality in co-authoring networks: Borini, Scherer, and Ferreira. This shows the importance and relevance of these authors for the dissemination, growth, and maturation of the theme of internationalization in Brazilian academia.

Regarding the network of HEIs, USP, ESPM, Uninove, FGV-SP, and PUC-SP were the more central, and the first four are also among the five most productive in this study. Such data are relevant, because it shows that these HEIs are prevalent and build with their scholars the theme of internationalization in national scientific literary.

Tab. 4

Topics covered

Themes/Years	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	Total	%
Multinational companies						1		3	3		3	10	1	5	5	31	7,62%
International business							1	1		3	6	2	1	4	6	24	5,90%
Innovation							1		2	2	1	5	5	2	5	23	5,65%
Competitive strategy					1	2	4	2	2	2	3		3	1	1	21	5,16%
Technologies				1			1		1	1	3	2	2	3	4	18	4,42%
Export performance					1	1	2	4	1				2	3	2	16	3,93%
Small and medium-sized enterprises						1	1	2			3	3	1	2	2	15	3,69%
International markets	1			1	1		1		2	2	1	2		2	2	15	3,69%
International marketing					2	2	1	4			3	1			1	14	3,44%
International strategies	1					2	2	1		1	4	2		1	1	13	3,19%
Theories of Internationalization								2	3	1	2	2			2	12	2,95%
Research And Development (R&D)									2		2	3		1	2	10	2,46%
Organizational culture	1									2		3	1	1	2	10	2,46%
Strategic alliances						1	1	4			1	1		1	1	10	2,46%
Investments							2		1	1	2	1	1	1	1	10	2,46%
Emerging markets					2				1			1	2	3	3	9	2,21%
Managerial control			1					1			1	3	1		1	8	1,97%
Organizational performance									1		2	1	1	2	1	8	1,97%
Inter-organizational networks						1				1	2	1	2	1	1	8	1,97%
Uppsala model				1				1	1		1		1		3	8	1,97%
People management											1	1	1	1	3	7	1,72%
Entrepreneurship										2		2		1	1	6	1,47%
Corporate governance					1						1	1	1	1	1	5	1,23%
Knowledge transfer											1		2	1		4	0,98%
Franchising										1	1		2			4	0,98%
Higher education institutions (HEIs)									1	1				1	1	4	0,98%
Internationalization templates									2				1	1		4	0,98%
Sustainability										1		2			1	4	0,98%
Institutional theory									1			2			1	4	0,98%
Resource-based view								2	1					1		4	0,98%
International management									1	1			1	1		4	0,98%
Agribusiness								1		1			1	1		4	0,98%
Positioning strategy											1			1	2	4	0,98%
Competitive advantage										1		1			1	3	0,74%
International accounting					1								1	1		3	0,74%
Diversification strategy								1			1	1				3	0,74%
Organizational structure							1	1					1			3	0,74%
International policy	1													1		2	0,49%
Transnationalization											2					2	0,49%
Agency theory									1	1						2	0,49%
Clusters													1	1		2	0,49%
Economy	1		1													2	0,49%
Transnational companies					1						1					2	0,49%
Teaching and research										2						2	0,49%
Internet										1	1					2	0,49%
Socio-Environmental Responsibility										1		1				2	0,49%
Social capital														2		2	0,49%
Expatriation													2			2	0,49%
Globalization			1							1						2	0,49%
Knowledge management							1		1							2	0,49%
University-company												1				1	0,25%
Tourism									1							1	0,25%
Third sector			1													1	0,25%
Competitive intelligence															1	1	0,25%
Social Responsibility									1							1	0,25%
Behavioral approach															1	1	0,25%
Organizational learning													1			1	0,25%
Local productive arrangements													1			1	0,25%
Balanced scorecard											1					1	0,25%
BRICs												1				1	0,25%
Dynamic capabilities											1					1	0,25%
Transaction costs												1				1	0,25%
Competitive performance													1			1	0,25%
Financial performance													1			1	0,25%
Law									1							1	0,25%
Disclosure										1						1	0,25%
Ethics										1						1	0,25%
Mergers and acquisitions												1				1	0,25%
Environmental management											1					1	0,25%
Operations management							1									1	0,25%
Project management										1						1	0,25%
Risk management									1							1	0,25%
Global sourcing													1			1	0,25%
Governance in the public sector								1								1	0,25%
Capital market								1								1	0,25%
System integration model															1	1	0,25%
Decision-making process													1			1	0,25%
Retail										1						1	0,25%
Total	5	0	4	1	6	11	20	26	42	33	48	60	43	48	60	407	100.00%

Source: Research data

It was noted that in short, 11 themes were published 12 to 31 times, 39 subjects were published two to 10 times, and 28 themes only had one publication each. The latter data is an opportunity we saw in this study, because it extended and bolstered further subjects inherent to internationalization. Another relevant contribution of these data is that they provide an overview of how internationalization – through the themes inherent to it – are being published, highlighted, and discussed in the area of national literature. It is also an opportunity to encourage and develop the themes that are still seldom published in the national journals studied here, contributing to a greater improvement of the main theme.

The results of this study also contribute to the construction, development, dissemination, and socialization of scientific knowledge on internationalization, as proved by bibliometric indicators and analysis of social networking features and trends.

Efforts like this, i.e., exploring the scientific production of a theme, contribute to greater discernment and expansion not only of the topic itself, but also of the themes related to it (as shown in table 3). This corroborates with the development of new related studies using similar and/or different methodological techniques that bolster academic production of internationalization in scientific literature in Brazil.

This research was limited to studying articles published in national journals B2 to A2. Because of this, for further study, a promotion and/or improvement of this work that extends the sample of journals to B5 to B3 is suggested. Another limitation is the period of time studied, i.e., 15 years. Studying a longer time period is suggested so that new evidence and characteristics of the theme of internationalization can be considered.

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Produção acadêmica do tema internacionalização divulgada nos periódicos nacionais: Um estudo bibliométrico

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DETALHES DO ARTIGO

Histórico do artigo:

Recebido em 16 de outubro de 2014

Aceito em 09 de outubro de 2015

Disponível online em 30 de abril de 2016

Sistema de Revisão “Double Blind Review”

Editor científico:

Eduardo Eugênio Spers

Palavras-chaves:

Internacionalização

Produção acadêmica

Estudo bibliométrico

RESUMO

Este estudo explorou a produção acadêmica do tema Internacionalização durante o período de 1999 a 2013 nas revistas Qualis Capes B2 a A2 (triênio 2010-2012). Metodologicamente, utilizaram-se as técnicas de análise bibliométrica e de rede social. Os principais achados foram: Borini, Scherer, Amal, Ferreira e Gomes se destacaram na rede de coautoria deste estudo, no que se refere a centralidade de grau. As Instituições de Ensino Superior (IESs): USP, ESPM e Uninove se sobressaem na rede social das IESs, no que tange ao degree. Todas as redes sociais visualizadas neste trabalho, têm baixas densidades. E os temas mais publicados foram: empresas multinacionais, negócios internacionais, inovação, estratégia competitiva, tecnologias, desempenho exportador, pequenas e médias empresas (PMEs), mercados internacionais, marketing internacional e estratégias internacionais. Estes assuntos que ficaram em destaque neste estudo, são inerentes à internacionalização, mostrando coerência ao tema explorado e, sobretudo que este assunto é amplo, pois ele aborda temáticas preponderantes para o melhor entendimento e compreensão dos processos que norteiam a internacionalização no contexto mundial.

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