

Editorial

Dear Readers,

It is with great satisfaction and sense of responsibility that I hand over to our community the third issue of Volume 11 of Internext, the first one in which I was the editor-in-chief. Last October, the Program of Master's and Doctoral Program in International Management (PMDGI coordination), giving continuity to the rotation policy of editors, assigned me the function.

My satisfaction and a sense of responsibility are heightened by the fact that Anpad has recently released a new Spell ranking of national academic journals based on their impact factors, and in that ranking Internext is in the first quartile among the 97 ranked journals. In the criterion of citations per document, Internext ranked 4th among all Brazilian Business journals!

Of course, the merit of the impact of Internext, evidenced by the Spell classification, does not belong to the publisher who just took office, but to those who preceded me: Felipe Borini and Eduardo Spers. To both of them, and the rest of the editorial team, especially the never tiring Dennys Eduardo Rossetto and Jackeline Ferreira, my recognition for their dedication and competence and my commitment to do everything within my reach to maintain and evolve the quality of the work that have done.

In this issue, as in the previous ones, Internext features six articles that constitute important additions to the stock of knowledge about internationalization of business in emerging countries.

In a context of intense discussion of the implications of protectionist measures for national industries, Yolanda Carbajal-Suárez and María Esther Morales-Fajardo carry out a timely analysis of the development of the automotive sector in Brazil and Mexico, with an emphasis on the impact of trade agreements negotiated between the two governments on export and competitiveness of these sectors. One of the provocative conclusions they reached in "The automotive sector in Mexico and Brazil - An analysis from the commercial perspective" is that with the establishment of export quotas, the two countries incurred in trade losses.

In "The use of competitive intelligence in the selection of export markets - a comparative analysis of four methods", Moema Pereira Nunes and Laura de Souza Lequain address one of the biggest challenges facing companies that want to export their products: How to choose an import market. Through rigorous analysis of

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the characteristics of four methods commonly used to perform this choice, they come to the conclusion that all of them are difficult to apply for small and medium enterprises. While that result may be frustrating for readers that would like to find in the paper an answer to the problem of export market selection by SMEs, the article has the great merit of drawing attention to the necessity to work in this direction. Not to mention that it serves as an advanced introduction to the knowledge of methods of analysis of import markets.

In "Influences of international experience and business diversification on the degree of internationalization of Brazilian multinationals" Ivano Ribeiro, Fernando Antonio Ribeiro Serra, and Geysler Rogis Flor Bertolini analyze the impacts of two dimensions - the time of international experience and the diversification of business - on the degree of internationalization of Brazilian multinationals. Through regression analysis, they find indications that the company's business diversification is positively related to the degree of internationalization. Contrary, however, to what one would expect from established theories of internationalization of business, they find that prior international experience of Brazilian firms does not seem to predict the degree of internationalization. The authors suggest that this result may be related to the fact that the internationalization process of Brazilian multinationals is still relatively recent phenomena.

Paulo Kazuhiro Izumi, Cyro Augusto Pachicoski Couto and Mario Henrique Ogasavara, take as starting point a bibliometric study of the theme global cities. After analyzing the evolution of academic production about the subject, and of the concept itself, they maintain that the phenomenon is relevant to the understanding of the contemporary strategies of internationalization of multinational companies, and that the topic tends to gain importance in terms of research. Among other indications for researchers who work or think about researching the theme, they suggest that economic geography as an approach with potential for understanding the impact of cities on the strategy and performance of multinationals.

Roberto Flores Falcão, Gilmar Masiero, Marcos Campomar review 70 articles published in high impact journals on the transfer of knowledge in multinational companies in the marketing performance of the subsidiaries. From this analysis, they construct a model that incorporates the context of the operation and the dynamics of the markets in the analysis. The authors identify the scales and analysis techniques that should be used to validate the model. In addition to providing an advanced starting point for empirical research, the theoretical consistency of the model represents a rich possibility for discussion and debate.

Last but not least, Eduardo Picanço Cruz, Roberto Pessoa de Queiroz Falcão, in "Bibliometric Review on Immigrant and Ethnic Entrepreneurship" review the academic literature on another highly contemporary phenomenon, the Brazilian immigrant community, and in particular their entrepreneurship. After reviewing the most cited articles on the subject, they demonstrate that the literature on immigrant and ethnic entrepreneurship has grown exponentially, suggesting this is another promising theme. The authors further

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suggest that there are great research opportunities on the subject in various macro areas of the Administration.

In summary, in this issue the reader will find in-depth analyzes of government policies, theoretical model proposals that expand perspectives in mature fields, results that contradict consecrated theories, and various suggestions for promising fields for further research.

Enjoy your Reading,

Ilan Avrichir
Editor in chief