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# EDITORIAL

Translated version

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## A NEW DECADE AND RAE'S 60<sup>th</sup> ANNIVERSARY...

Traditionally, the first edition of the year takes stock of the previous year. Hence, we would like to first thank the entire ecosystem of *RAE* for their collaboration and support, including Fundação Getulio Vargas, São Paulo School of Business Administration, members of the *RAE* Publications Committee, Editorial Policy Committee, and Scientific Editorial Board; the reviewers, who are fundamental to the development of the articles; and, internally, our work team. We also thank CNPq for its assistance. Without such a support network, the publication would not have been possible.

The year 2019 was marked by significant achievements for *RAE*, with an increase of up to 70% in the main worldwide citation indices: JCR, CiteScore, and FI SciELO. This milestone confirms and strengthens *RAE*'s leadership in the Brazilian academy of business administration while projecting the journal internationally. These accomplishments are the result of more than a decade's effort, especially by the previous editor-in-chief, Professor Eduardo Diniz, who put *RAE* onto several international indicators.

The new year began with the decision of making the articles available on our *website* shortly after their approval (no longer having to wait for the closing of the edition they are in): the *ahead of print* publication—providing swift dissemination of the ideas of *RAE* authors. Scientific journals have become increasingly important to give greater visibility to published articles and disseminate scientific knowledge among not only researchers but also the general public. However, these changes should be promoted patiently, especially in a traditional journal such as *RAE*, which will mark its 60th anniversary in 2021. This new decade will be special for our journal.

It is worth highlighting some other numbers from 2019: submissions increased by 7% compared with the previous year (we received 841 articles in 2019, up from 786 in 2018); 63% of the 38 articles we published had authors linked to Brazilian institutions, 29% had authors linked only to foreign institutions, and 8% involved international collaboration, configuring an important exchange of contributions for the dissemination of scientific research in business administration. Other editorial information can be accessed at [website](#). We still have on board 231 collaborators, of which 76% are from Brazil and 24% from other countries. In recognition of this fundamental work, we have selected the best researchers, which can be checked at [website](#).

In this edition, we present the results of partnerships with two important conferences in the area of marketing—Latin American Retail Congress (CLAV) and Marketing Meeting (EMA)—both held in 2018 and promoted by the Fundação Getulio Vargas and the National Association of Postgraduation and Research in Administration (Associação Nacional de Pós-Graduação e Pesquisa em Administração [ANPAD]), respectively. The first text, “Customer experience and

engagement” by professors Delane Botelho and Leandro Angotti Guissoni, provides an overview of the discussions held at CLAV and the importance of academic literature for retail practice. Next, “Dishonesty is contagious: investigating the domino effect of dysfunctional customer behaviors” by professors Denise Telli, Lélis Balestrin Espartel, Clecio Fallao Araujo, and Kenny Basso addresses how the interaction between different clients can influence the individual perception of the company’s services/products. The article “Consumers’ knowledge, maximizing tendencies, and post-decision information search” by professors Maura Ferreira and Cristiane Pizzutti dos Santos investigates consumer behavior when searching for a product and how this reflects in their decision-making. “Investigating online response strategies for addressing negative word of mouth” by Roberta Duarte Fernandes and Giuliana Isabella addresses the strategies of companies to preserve their reputation in the online environment. Finally, the article “Craft and commercial dimension in constructing a beer market” by professors Marlon Dalmoro and Guilherme Fell analyzes the dimensions of the hegemonic market before the craft market of breweries in southern Brazil in a multidimensional system.

In the Perspectives section, professors Alexandre de Padua Carrieri and Gabriel Farias Alves Correia propose reflection on organizational studies in the Brazilian context, while professor Ann L. Cunliffe, with her experience outside Brazil, discusses how reflexivity can help professors and researchers in the teaching and practice of organizational studies. Finally, in the Book review section, Professor Marcio Sá writes about the book *Energy, organizations and society (Energia, organizações e sociedade)*.

We welcome our readers in this new decade and hope that it brings us even more reasons to celebrate.

Happy reading!

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