

Editorial

It is a great pleasure for us to welcome you to the first edition of our periodical BAR - the Brazilian Administration Review. The periodical is aimed at the scientific community, particularly those involved in the field of Administration. The main reason for bringing you an English language journal edited by a Brazilian academic association is that there is a growing need to bring our scientific work to a wider audience, which inevitably means taking it to countries where Portuguese is not the dominant language.

However, this does not mean that the BAR is restricted to articles written in English by Brazilian authors. This journal, published by ANPAD, will work as a two-way process, publishing articles in English from other academic communities.

The journal is an electronic periodical, initially to be published every six months. However, we do not doubt that it will grow and will soon be published three and then four times a year. We hope that this latest initiative from ANPAD will meet some of the needs of the academic community in the field of Administration. This first edition of the journal contains five articles by renowned Brazilian researchers in the field of Administration.

The first article, by Luiz Artur Ledur Brito & Flávio de Carvalho Vasconcelos, analyses the performance variance of a group of Brazilian companies from 1998-2001. The results prove that the firm effects are dominant in comparison with the year and business line effects, demonstrating a situation similar to that found in North America.

In the second article, Eliane Franco & Ruy de Quadros Carvalho outline the technological efforts made by branches of Trans-national Corporations (TNCs) in Brazil, with a sample of 450 firms controlled by foreign capital operating in São Paulo State in 1996. The authors have identified the different technological strategies in the TNC branches, which reflect patterns of technological effort influenced by the following factors: company size, its industrial sector and the source country of the foreign investment that controls the company.

The third text, by Ricardo Corrêa Gomes supplies the results of research carried out alongside English local administrations in 2001 and proposes a map of stakeholders suitable for any type of local administration and which could help them in the process of defining organisational strategies.

The fourth article, by Paulo Proncho, describes the learning process in the first year of operations of a car plant, suggesting that the general learning curve is the result of an integration process of several learning curves that took place individually in different areas of the organisation.

In the fifth article, Sérgio Fernando L. Rezende & Roberto Gonzales Duarte, armed with three case studies of acquisitions of companies, which took place in the Brazilian market, suggest that changes following acquisition operations should be analysed at the network level, i.e. beyond the relationship between the company and those who acquire it.

We hope that the reading public finds these articles of interest and that the BAR is a periodical that is here to stay. And so, we wish you happy reading and hope to see you again for the second edition.

Tomás de Aquino Guimarães
Chief Editor

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President of ANPAD