



EDITORIAL

Issue 26/2024

Dear Scientific Community, we open this editorial by greeting and thanking everyone who contributes to the advancement of Research in Administration in our country.

Before presenting the content of this edition, we highlight the strengthening of RCA with relevant themes that have driven the development of science in Brazil. Two themes are presented as reflections that we are following to guide our research and knowledge dissemination efforts: the production of knowledge in the 'Global South' and the production of knowledge by generative artificial intelligence (IAGen)¹.

The discussions and reflections on the knowledge developed in the "Global South" have overcome geographical barriers, promoting the regionalization of knowledge and advancing the quality and depth of studies carried out and published. This theme has been a central theme in the main national and South American forums. It is essential to disseminate knowledge, respecting the efforts of professors and students in their research. We need to recognize the progress achieved in research on themes that are dear, unique and urgent to us. Themes that reflect the characteristics of our people, communities and organizations. These studies have been published by National Journals that are increasingly seeking to improve themselves with translations into other languages (English and Spanish), aiming for greater reach and dissemination.

RCA is part of this scientific community that strives to 'appear' in search results, which often prioritize studies in English, especially from the "Global North" and Europe. The paradigm shift, for the appreciation and relevance of our research for us and for the "global north", depends on our commitment to identify related studies that can serve as references for new research, being cited for their effective contributions.

Therefore, at RCA, we continue to implement changes to improve and greater reach the dissemination of the research carried out. In addition to publishing articles in two languages, we present the first edition with accessibility and with the appropriate layout for better readability and comfort to ensure the continuous reading flow of the texts². Furthermore, the articles published from this edition onwards follow the APA standards, which provide for the international standardization of the journal.

Additionally, we are aware of the rapid growth in the use of IAGen in the production and editing of manuscripts resulting from research conducted by our scientific community. The adoption of IAGen is inevitable over time; however, the ethics required to conduct research and disseminate this

¹ We suggest reading the text by: Larson, B. Z., Moser, C., Caza, A., Muehlfeld, K., & Colombo, L. A. (2024). Critical Thinking in the Age of Generative AI. *Academy of Management Learning & Education*, 23(3). <https://doi.org/10.5465/amle.2024.0338>

² World Wide Web Consortium (W3C), Web Content Accessibility Guidelines (WCAG).

knowledge are also essential and must permeate our research, guidance and teaching. We need to be aware of the opportunities, risks and challenges that this transformation presents us.

In addition to this team, formed by Prof. Dr. Leandro Dorneles dos Santos, Deputy Editor, and MM.Sc. Felipe Kopp Leite, Editorial Assistant, who is joining forces to maintain and expand the editorial quality of **RCA**, I would like to highlight and thank the altruism and dedication of the reviewers. We would not be able to share our knowledge without the hard and voluntary work of our peers.

That said, we invite those interested in participating in this challenge to register on the RCA platform as reviewers, updating their registrations, including ORCID, main topics of interest and affiliated Educational Institution. We hope that the published articles will serve as a basis for the construction and generation of new knowledge in research in Administration.

■ Professor PhD Rosalia Lavarda
Editor-in-Chief of RCA