

Publishing and editorial work: reflections on the current scenario

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How to cite:

Lara, José Edson (2026). A editoração e os editoriais: reflexões sobre o cenário. *Revista Gestão & Tecnologia*, vol. 26, nº 2, p: 4-6

Dear Reader,

This editorial addresses a different theme from that which this editor has been presenting. A few weeks ago, this editorial team received some observations from a regular reader and occasional volunteer content analyst for the *Gestão & Tecnologia* magazine regarding a recently published editorial. The editorial team feels very honored by this further contribution. Among the critical elements and some generous compliments, he pointed out very important aspects for reflection on the role of the editorial. It is noteworthy that the reader is a highly regarded academic economist, with solid publications and work from important universities in Brazil, the United States, and other countries. This feedback has awakened and stimulated this editorial writer to reflect on the context and function of an academic editorial. This editor has sought to expand knowledge through solid contributions on the subject, such as those in Trzesniak (2009), Teixeira & Fuzer (2011), Suzuki & Hergesel (2025), Rossi & Depexe (2025), and Ribeiro & Brentan Junior (2026), among many others, who discuss important topics relevant to academic productions and publications with due depth and consistency.

The literature indicates that common precepts specifically related to publishing include: establishing and updating editorial guidelines; constant and consistent communication with the editorial board; managing contracts that bind the journal to various institutions; technical and technological improvement related to the production and dissemination of knowledge; diligence in editorial activities; good relationships with authors, reviewers, and partner publications; maintaining publications at a high ethical level; monitoring and supporting the constant improvement in the quality of contributions; punctuality in the editing schedule; punctuality in various communications with editorial partners, authors, and reviewers; Raising and maintaining the level of academic integrity; independence, aimed at guiding editorial purposes and processes; and transparency in administrative processes.

Current regulatory and classification systems for scientific journals emphasize, in aggregate, elements related to the impacts on transacademic societies, seeking the so-called "social impact of scientific research." Thus, access, downloads, and citations take center stage in editorial guidance, increasingly implying activities added to the intense work of editors. In this new context, the visibility of publications aims to reach scientific communities, as a classic target in the evolution of knowledge, as well as the most diverse non-scientific societies, considered as consumers of knowledge.

These aspects of scientific publishing determine the diversity and intensity of the activities of a scientific editor. It is noteworthy that these activities translate into a significant commitment for an editor, especially when it comes to a journal whose maintenance is linked to a small institution, but with broad ambitions for insertion into scientific communities. It should be noted that the competitive scenarios common to all current endeavors apply with particular intensity to scientific publications, even because they are aimed at audiences with a significant level of intellect in scientific production and dissemination. Institutional pressures for academic productivity sophisticate and determine much more intense efforts from authors, reviewers and, consequently, academic editors.

The editorial text in scientific publication assumes the purpose of presenting the context of knowledge, or guidelines, for authors and prospective authors, as well as pointing out frontiers of potential theoretical and/or methodological evolution as potential themes for investigations, in accordance with the editorial line of each journal.

In this sense, the purpose of an editorial text is to induce researchers to confront new theoretical nuances, through exploratory or empirical research, as well as to investigate potential methodological resources, aiming at presenting new information to various societies. It should be noted that most journals, by their own guidelines, grant, or self-grant, limited space for the exposition of dense and duly synthetic messages, constituting yet another challenge for the editor's activity.

Thus, it becomes natural that editorials, although seeking to address the thematic breadth of each edition, present considerable gaps that are easily verifiable by in-depth analysts, such as the notable professor and researcher who commented on the editorial of the previous edition.

However, one of the purposes of editorials is precisely this: to provoke reactions in the communities composed of the so-called "colleges of critics." The contents of the reactive manifestations usually include elements worthy of more in-depth reflections, as well as new editorial approaches. This is the purpose of this editorial, in presenting its reflections to the academic community.

Reaffirming its purposes, this journal, through its Editorial Board, expresses its satisfaction and honor in presenting contributions to the scientific communities. It offers, in line with the state of the art in this field, substantial, robust, consistent, important, and timely content, provided by researchers, aiming to contribute to the evolution of knowledge in critical foundations of science, which converge on the management of increasingly complex systems. These are articles that effectively challenge the status quo of each frontier addressed, in the dimensions of theories and methodologies. Awaiting contributions in the form of article submissions, serious and consistent evaluations with the purposes of this journal, recommendations to students and friends, as well as contributory criticisms, I renew my wishes for good reading and excellent reflections.

Keywords: Publication, Editorial, Scientific Dissemination, Editorial Board

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