

**A REVIEW OF THE ENTREPRENEURSHIP PRODUCTION (2000-2014)
PUBLISHED IN THE TOP BRAZILIAN JOURNALS OF ADMINISTRATION**

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Área: Empreendedorismo – 5. Temas livres.

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Abstract

The entrepreneurship area is a relatively new field of research that has been gaining importance on the international scene. However, in Brazil, the scenario is quite different. This research realized a systematic review of entrepreneurship papers published in the Top Brazilian Journals of Administration (TBJA), *Revista de Administração de Empresas* (RAE), *Revista de Administração* (RAUSP), *Revista de Administração Contemporânea* (RAC) and *Brazilian Administration Review* (BAR), during the 2000-2014 period, trying to identify challenges and opportunities. The results indicated as challenges: (1) lack of entrepreneurship publication within the TBJA. (2) The impact of the scientific production of the TBJA is still low compared to international journals focused exclusively on entrepreneurship. (3) Prevalence of low methodological approaches. As opportunities: (1) give preference to empirical studies carried out by rigorous methodologies. (2) Realization of empirical studies extending the theoretical basis of the existing literature using longitudinal research design. (3) Establishment of research lines in the Master and Doctoral Programs dedicated exclusively to entrepreneurship. This paper contributes theoretically by providing a quantitative and qualitative description, making a critical analysis of the entrepreneurship research and practice as giving a perspective to researchers and first time authors to produce high impact papers.

Keywords: Entrepreneurship, Systematic Review, Top Brazilian Journal of Administration.

Resumo

A área de empreendedorismo é um campo relativamente novo de pesquisa que tem ganhado importância no cenário internacional. Entretanto, no Brasil, o cenário é bem diferente. Esta pesquisa realizou uma revisão sistemática de artigos de empreendedorismo publicados nas Principais Revistas de Administração Brasileiras (PRAB), *Revista de Administração de Empresas* (RAE), *Revista de Administração* (RAUSP), *Revista de Administração Contemporânea* (RAC) e *Brazilian Administration Review* (BAR), durante o período 2000-2014, procurando identificar desafios e oportunidades. Os resultados indicam como desafios: (1) falta de mais espaço ao empreendedorismo dentro das PRAB. (2) O impacto da produção científica das PRAB ainda é baixo quando comparado com revistas internacionais focados exclusivamente no empreendedorismo. (3) A prevalência de abordagens metodológicas fracas. Como oportunidades: (1) dar preferência a estudos empíricos realizados por metodologias rigorosas. (2) Realização de estudos empíricos que estendem a base teórica da literatura existente usando projeto de pesquisa longitudinal. (3) Criação de linhas de pesquisa no Mestrado e Doutorado dedicados exclusivamente ao empreendedorismo. Este trabalho contribui teoricamente, ao fornecer uma descrição quantitativa e qualitativa, fazendo uma análise crítica da pesquisa e prática do empreendedorismo para dar uma perspectiva aos pesquisadores e autores iniciante para produção de artigos de alto impacto.

Palavras-chave: Empreendedorismo, Revisão Sistemática, Revistas Brasileiras de Administração.

INTRODUCTION

Entrepreneurship is an emerging research field and it is getting importance on the international scene, mainly from 1990s (Landström, Harirchi & Åström, 2012). The entrepreneurship papers give signals of legitimacy to the field with publications in mainstream international journals of Administration: Academy of Management Journal (AMJ), Academy of Management Review (AMR), Strategic Management Journal (SMJ), the Journal of Management (JOM), Organization Science (OS), Management Science (MS), and Administrative Science Quarterly (ASQ) (Busenitz et al., 2014).

However, in Brazil, the scenario is quite different, since the research on entrepreneurship still seems innocuous, the conduct of studies in the area is new and fledgling (Inácio et al., 2014). Bertero et al. (2013) reinforces that Brazilian scientific production of the 2000s is deficient and there is a long road to its maturity in the country. Thus, systematic review on entrepreneurship receives theoretical justification for a reflection of what has currently been done and practical relevance for authors to publish more high impact papers. Systematic review is a recognized method for analyzing the evidence-based literature and it is used as a guide to the development of research, indicating the main areas studied and possible gaps for future research, identifying which research methods were used in the field, etc. (Lorz et al., 2013).

For example, during the 2000-2010 period, entrepreneurial field accounted for 30 papers, which is well below other areas, e.g.: Marketing (137 papers; +357%), Operations (39; +30%), Human Resources (36; +20%) (Mazzon & Hernandez, 2013; Paiva & Brito, 2013; Mascarenhas & Barbosa, 2013). In the last 15 years (2000-2014), 61 entrepreneurship papers in the Top Brazilian Journals of Administration (TBJA) were published: *Revista de Administração de Empresas* (RAE), *Revista de Administração* (RAUSP), *Revista de Administração Contemporânea* (RAC) and *Brazilian Administration Review* (BAR), with the highest degree (A2), in the Brazilian Journals of Administration, by the evaluation of Brazilian Higher Education Personnel Training Coordination (CAPES, 2012). In the last four years the publication of entrepreneurship papers (31) has excelled the 2000-2010, which may indicate that the field in Brazil is gaining more space and then need to be deeply analyzed.

In the Brazilian context, systematic reviews of the scientific production have excelled in recent years, in areas like: franchising (Mello & Andreassi, 2010), marketing (Mazzon & Hernandez, 2013), operations (Paiva & Brito, 2013) and human resources (Mascarenhas & Barbosa, 2013). The challenge, therefore, is to critically analyze the scientific production of specific issues, through quantitative and qualitative approaches. In the area of entrepreneurship, the only paper that conducted an analysis of academic publications on it, during the period of 1980-2010, published in the International Journal of Entrepreneurship (Inácio et al., 2014), have not considered all four TBJA: RAE RAUSP, RAC and BAR, or the 2011-2014 period, nor conducted a critical analysis of the scientific production.

Therefore, there is a need for more research of the scientific production in the Brazilian journals, specifically a critical analysis on entrepreneurship, especially if it takes into account the pressure of CAPES and Higher Education Institutions (HEIs) for publication and performance showing concrete evidence and providing unified parameters for comparison that can be useful to the authors and HEIs. For example, among the evaluation criteria for obtaining the HEIs' grade with post-graduate program in CAPES (2012), in the case of Administration, the greatest weight falls on publications, which represents 52.5% of the total grade weight. If it is considered that the TBJA are general, the papers' feedback submitted is time consuming (about 12 months) and the pressure for publication becomes imperative.

The main objective of this study is to describe and critically analyze the scientific production on entrepreneurship in the TBJA (RAE, RAUSP, RAC and BAR) during over 15 years (2000-2014), trying to identify challenges and opportunities. To achieve this goal, we

carried out a quantitative and qualitative analysis, by a systematic review of all entrepreneurship papers published in: BAR, RAC, RAE and RAUSP, which represents 61 papers analyzed.

This paper has two main contributions. Firstly, it offers a quantitative and qualitative perspective reflecting the research field. The analysis of Brazilian research on entrepreneurship both helps to identify opportunities and challenges, for indicating themes where research is under development for targeting future research and the consolidation of the field. Secondly, it gives a new perspective to researchers and aspiring authors to improve their research, but also to improve the impact of their work. Thus, this study can help researchers who are exclusively or mainly focused in entrepreneurship as well as those who see entrepreneurship as a secondary area of research and seek new opportunities to join a new research field.

ENTREPRENEURSHIP AS AN INTERESTING RESEARCH FIELD

Shane and Venkataraman (2000, p. 218) define the field of entrepreneurship as “the scholarly examination of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated and exploited”. Thus, it involves the study of opportunities’ sources, as well as the processes of discovery, evaluation and exploitation of opportunities, but also the set of individuals who discover, evaluate and exploit these opportunities (Shane & Venkataraman, 2000).

The entrepreneurship as an intellectual field has a long history far back to the eighteenth century, even though more systematic entrepreneurship research began in the 1970s and 1980s (Landström & Benner, 2010). The entrepreneurship research as a field is about 30–40 years-old and has become an important area of intellectual activity involving thousands of scholars (Landström, Harirchi & Åström, 2012). In the case of Brazil, the field of entrepreneurship is much younger, something around 1990s. Therefore, it is time to look back and analyze what we have been done at the TBJA and, not least, attempt to identify the main opportunities and challengers made by researchers within the field in Brazil. We believe that it is beneficial to periodically reflect on the knowledge acquired in order to establish a basis for the future development of entrepreneurship as a research field (Landström, Harirchi & Åström, 2012).

Given the growing interest in the future of entrepreneurship research as a field of study, many recent studies have examined the scientific structure of it. For example, Busenitz et al. (2014) examined the entrepreneurship research that has been published in the top management journals, by a bibliometric technique. They found that there is growing convergence around several domains (mode of organizing, individuals and teams, environments, and opportunities) that comprise the majority of entrepreneurship research (Busenitez et al., 2014). Landström, Harirchi and Åström (2012) used a bibliometric analysis to identify the ‘knowledge producers’ who have shaped the field of entrepreneurship over time and their core research works and found that entrepreneurship is a changeable field of research, linked to disciplines such as ‘management studies’ and ‘economics’, but over time, the field has become formalized with its own core knowledge, research specialities and an increasing number of ‘insider works’. Nevertheless, it is still based on some old theoretical frameworks imported from mainstream disciplines, while during the 2000-2010 period it has seen the emergence of a number of new field-specific theories and concepts.

Su, Zhai and Landström (2015) compared entrepreneurship research in China with USA and Europe using bibliometric method based on publications in Social Science Citation Index over the past 10 years, and showed that, on the one hand, entrepreneurship research in China has much in common with such in the USA and Europe. On the other hand, they found that Chinese entrepreneurship research has its own uniqueness. Some context-specific topics attract scholarly attention in China, as internationalization and contextualization are two reasons that contribute to similarity and uniqueness respectively. Landström, Harirchi and Åström (2012), and Busenitz et al. (2014) argue that to successfully develop entrepreneurship research in the

future, we need to relate new research opportunities to earlier knowledge within the field, which calls for a stronger ‘knowledge-based’ focus. Thus, a closer examination of these published papers at the TBJA can give us important insights into the current state of the Brazilian scholar.

METHOD

A systematic review requires clear definition of the search strategy, establishment of the criteria for inclusion and exclusion of papers and a critical analysis of the quality of the papers (Petticrew & Roberts, 2006). Although there is no consensus on how to develop a systematic review or meta-analysis, there are some steps to follow (Brei et al., 2014). Thus, we developed and followed a guideline based on what has been done within the Brazilian systematic review context (Mazzon & Hernandez, 2013; Paiva & Brito, 2013; Mascarenhas & Barbosa, 2013). The first step was to select the database for entrepreneurship and the journals to be included in the search. The following criteria were used: (1) include only TBJA with the existing A2 rating by CAPES (2012) system in 2014; (2) select only those journals with general editorial directives in all areas of Management and Entrepreneurship; (3) choose a period for data analysis, which in this study was 2000 to 2014, to analyze the publications evolution on the field. The *Revista de Administração Pública* and *Organização & Sociedade*, although it has the same grade as the TBJA, they was not considered due to the fact of being a journal mainly focused on the public area. The *Brazilian Business Review* was not considered because, it is not a Journal of Administration and has various focus.

Following these criteria, the TBJA selected were RAC, RAE, RAUSP and BAR. All papers considered for analysis were obtained directly from the journals’ sites. For selection of the papers, we used a systematic and comprehensive search by keywords, using the following terms: entrepreneurship (*empreendedorismo*), entrepreneur (*empreendedor*), entrepreneurial orientation (*orientação empreendedora*). To assure the scope of the papers, we did a search on SciELO (www.scielo.org) database, considering the same period, journals and keywords, confirming the data obtained directly from the journals’ websites which represented the total of 61 entrepreneurship papers. To develop a good description and reliable analysis, we used Mendley software. The Mendeley, that appeared in 2008, is a combination of desktop request and website, allowing us to generate statistics on the selected papers (Yamakawa et al., 2014). Computational tools are useful, when one needs to achieve a search with a reliable database or when one seeks to crossover information from search categories attributes (Lage, 2011).

We developed an analytical framework that included important information’s and categories per item, which can be classified into seven groups:

1. Papers: title, journal name, volume, number, pages and year of publication, to analyze the source of the papers published in Brazil by year (2000-2014).
2. Impact Factor: classification of TBJA (RAC, RAE, RAUSP and BAR) and entrepreneurship international journals, according to the classification of SCImago Journal Rank (SJR, 2015). The choice of SJR was due to it being the largest, best known and first service to offer an open access alternative source of indicators to the traditional Journal Citation Reports (JCR), which now belongs to Thomson Reuters, and needs a subscription to access the data (Jacsó, 2013). While the JCR contains more than 8,000 database journals in 171 categories and in the social sciences covers more than 2,900 journals in 55 subject categories (Muthamilarasan & Prasad, 2014), the SJR covers about 20,000 journals and other periodicals compiled by Elsevier for Scopus database (Jacsó, 2013).
3. Higher Education Institutions (HEIs): we verify the amount of HEIs involved in the research, the number of papers published by each HEIs and whether the HEI, with more than two papers published in the period (2000-2014), had some entrepreneurship center.
4. Authors: name(s) of the author(s), authorship order, affiliated HEI (considering only the first affiliated institution), number of authors and number of HEI involved in the research.

Later, it was checked if these authors consider entrepreneurship as a major area of research and have some paper(s) published in entrepreneurship international journals selected in step (2) by looking at the curriculum of 13 major Brazilian producers on entrepreneurship who have published at least two papers in TBJA between 2000-2014.

5. Subject area: each paper was allocated according to the main approach used. Therefore, it was considered only one subject obtained by reading the introduction of all 61 papers. When there was doubt about the main theme, it was selected by using the one with theoretical framework that had greater weight for the study.
6. Co-citation analysis: refers to the frequency of co-citation defined as the number of times that two documents have been cited jointly in papers. In addition, we used a clustering routine to scrutinize all co-cited documents, looking for authors that are of interest and relevance to Brazilians' researchers (Su, Zhai & Landström, 2015).
7. Methodology: this was a characterization of some methodological information of the papers, by their reading, into four main categories:
 - a. Type of study: Classified as theoretical (without collection and/or data analysis), and empirical (with collection and/or data analysis).
 - b. Type of analysis: qualitative, quantitative or qualitative and quantitative (mixed).
 - c. Type of data: primary, secondary or mixed (primary and secondary).
 - d. Analysis technique: classified as mentioned in the works.

RESULTS AND ANALYSIS

Analyzing the source of the papers published in Brazil (see Figure 1), it was found that until 2005 the national scientific production on entrepreneurship was incipient. The total number of publications from 2000 to 2005 was only eight papers (approximately one paper per year), where RAE emerged as the main journal. Since 2006, the publication has grown 425% over the average 2000-05 period. It started a period of production in which there was a quantitative evolution of entrepreneurship papers, with an average publication of four papers per year for 2006-09 period, where RAC (with seven papers) began to emerge and exceed RAE (five papers) as the primary means of publication. Starting from 2010, the average production of the previous period was extended to seven articles per year, mainly due to the year 2014, whose production reached unprecedented 14 published papers, surpassing the previous record of nine papers in 2012.

During the 2010-14 period, RAC (16 papers) has established itself as the main journal for publishing entrepreneurship papers and RAUSP (13 papers) has emerged as the runner-up. Considering the entire period 2000-2014, RAC accounted for 39.3%, RAUSP (29.5%), RAE (23%) and BAR (8.2%) of Brazil scientific production on entrepreneurship. An important indication of the quality and legitimacy of a research for all disciplines is its publications in leading academic journals. When the presence of an area in the mainstream journals is limited, questions concerning accuracy, conceptual boundaries and acceptance as an academic topic seem to become major issues (Busenitz et al., 2014).

This scenario is most critical, in Brazil, due to the lack of academic journals with high quality dedicated exclusively to entrepreneurship. However, it should be considered that the entrepreneurship area is relatively new and the journals specializing in entrepreneurship are recent. Although the area presents several challenges, on the other hand, it may be an interesting field of research for development due the many opportunities it offers. According to Busenitz et al. (2014) research, the results indicated that entrepreneurship papers now have a significant presence in the mainstream international journals of Administration (AMJ, AMR, SMJ, JOM, OS, MS, and ASQ), giving signals of entrepreneurship thematic legitimacy in the world scenario. In Brazil, perhaps a way to increase the impact of entrepreneurship in the area is the creation of calling for papers with special editions on entrepreneurship.

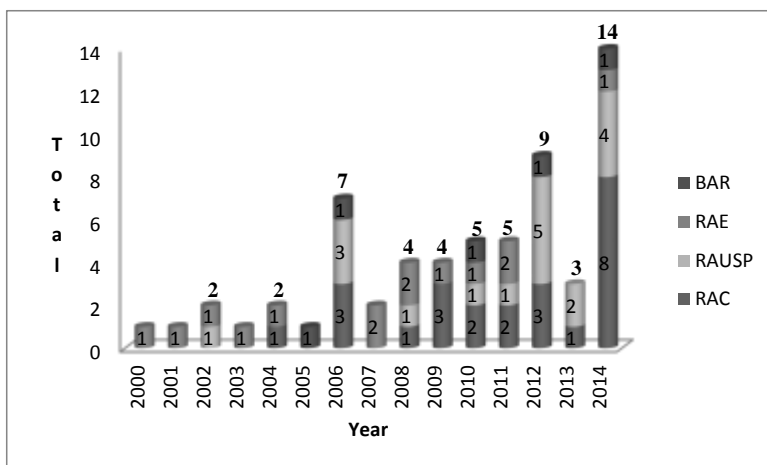


Figure 1. Number of papers analyzed by year and source.

Comparative National and International Journals' Impact Factors

To check the impact of publications in the TBJA, we used the criteria adopted by SJR (2015), which are the SJC score, H Index, and citations per documents for creating a classification of the impact factors. In addition, we verify by the same criteria, the impact of international journals focused exclusively on entrepreneurship for comparison with the TBJA. It is observed in Table 1 that in the TBJA, only RAE (SJC = 0.21), ranking first among the national, and BAR (SJC = 0.17) which appeared in third place behind the *Revista Brasileira de Orientação Profissional* (SJC = 0.19), which is ranked below BAR in CAPES classification, were listed in the SJR. These indicators show that the impact of Brazilian production is still low internationally, some journals below ranked have impact factor on the same level the TBJA, and the other two journals (RAC and RAUSP) are not listed in the SJR, giving evidence that much still needs to be done in the Brazilian academy for his scientific production to have an effective national and international impact.

Table 1. *Impact Factor of the Top Brazilian Journals of Administration*

Ranking	Brazilians Journals of Administration	Impact Factors		
		SJC 2013	H Index	Cites/Doc.
1	Revista de Administração de Empresas (RAE)	0.21	4	0.24
2	Revista Brasileira de Orientação Profissional	0.19	2	0.21
3	Brazilian Administration Review (BAR)	0.17	4	0.21
4	Gestão e Produção	0.16	6	0.10
5	Revista Brasileira de Gestão de Negócios	0.13	4	0.08

Source: SCImago Journal Rank (SJR, 2015).

Internationally, it is observed that the journals focusing on entrepreneurship (see Table 2) compared with the CAPES criteria of classification, would be very well ranked in Brazil, and the first four journals have impact factors ranging from 3.25 to 1.14, which are higher than the TBJA. In terms of publications' influence, RAE (ranked first among national), would be in 12th place between the 14 international journals of entrepreneurship. BAR, in turn, would be in 16th. Therefore, the impact of TBJA is still limited, even when comparing to an specific area (entrepreneurship). Although there is more competition for publishing articles in international journals, on the other hand, there is a window of opportunities for Brazilian researchers to publish their work in entrepreneurship international journals. Maybe with the impact of their international publications, the TBJA can give more opportunities to the theme entrepreneurship and thus legitimize and consolidate as a promising field of research. However, for this the Brazilians need to realize interesting research with strong methodology.

Table 2. *Impact Factor of the International Journals of Entrepreneurship*

Ranking	International Journals of Entrepreneurship	Impact Factors			Country
		SJC 2013	H Index	Cites/ Doc.	
1	Entrepreneurship Theory and Practice	3.25	54	3.92	UK
2	International Entrepreneurship and Management Journal	2.81	20	5.96	USA
3	Strategic Entrepreneurship Journal	2.70	6	2.48	USA
4	Entrepreneurship and Regional Development	1.14	45	1.53	UK
5	Foundations and Trends in Entrepreneurship	0.76	14	1.20	USA
6	Journal of International Entrepreneurship	0.49	16	1.61	NED
7	Journal of Social Entrepreneurship	0.40	5	0.95	UK
8	Advances in the Study of Entrepreneurship, Innovation, and Economic Growth	0.34	4	0.22	USA
9	Journal of Developmental Entrepreneurship	0.25	9	0.44	SIN
10	International Journal of Entrepreneurship and Innovation Management	0.22	10	0.59	UK
11	International Journal of Entrepreneurship and Small Business	0.21	11	0.27	UK
12	Journal of Entrepreneurship Education	0.21	2	0.17	USA
13	International Journal of Technoentrepreneurship	0.19	1	0.30	UK
14	Journal of Entrepreneurship	0.18	5	0.48	IND

Source: *SCImago Journal Rank* (SJR, 2015a).

Higher Education Institutions Involved in Research

The total institutions involved (104) in entrepreneurship research is well above the 61 published papers (see Table 3). This can be a good indicator of growing interest with regards to conducting research in the area. The vast majority of papers were written by two or three authors (62.3%), and by different HEIs, which suggests the use of complementarities or synergies between these authors from other HEIs.

Table 3. *Number of articles published by institution*

Ranking	Institution *	No. of papers
1	Pontifícia Universidade Católica (PUC-MG)	9
2	Fundação Getúlio Vargas (FGV-SP)	8
	Universidade de São Paulo (USP)	8
3	Universidade Federal do Rio Grande do Sul (UFRGS)	5
	Universidade Nove de Julho (UNINOVE)	5
4	Centro Universitário da FEI (FEI)	3
	Pontifícia Universidade Católica (PUC-SP)	3
	Universidade Estadual de Maringá (UEM)	3
	HEC Montreal (CAN)	3
5	Escola Superior de Propaganda e Marketing (ESPM)	2
	Faculdade Campo Limpo Paulista (FACCAMP)	2
	Universidade Presbiteriana Mackenzie (Mackenzie)	2
	Universidade Estadual de Santa Catarina (UESC)	2
	Universidade Federal de Lavras (UFLA)	2
	Universidade Federal de Pernambuco (UFPE)	2
	Universidade Federal Rural do Rio de Janeiro (UFRRJ)	2
	Université Pierre Mendès France (FRA)	2
	UNC Wilmington (EUA)	2
6	Others	39
	Total	104

Note. * Papers published by two or more of the same authors were considered as the first institution.

In the classification of HEIs, PUC-MG ranks first in the number of papers (9 or 8.7%). In second place appears USP and FGV-SP, both with eight papers. In third UFRGS and

UNINOVE with five papers each. In fourth, there are four HEIs tied with three publications (FEI, PUC-SP, UEM and HEC Montreal). Together these nine HEIs represented 45.3% of all papers published showing certain concentration, but on the other hand, this gives evidence of a growth potential of research and publications whether other HEIs increase their research efforts.

From the results in Table 3, we checked among the HEIs with at least three papers published during 2000-2014 period which ones had some Entrepreneurship Center (EC). According to research by Hashimoto (2012), in Brazil there are 33 EC, of which 22 are in the Southeast (66.7%), and 15 in São Paulo (45.5%). Between the four best ranked HEIs, only PUC-MG and UEM have no EC, but PUC-MG has a core research in entrepreneurship and enterprise networks within its Master and Doctoral programs, justifying PUC-MG first place.

While not necessarily the authors and those EC work together effectively, leading to an effective scientific production, the international experience of EC shows that there is a correlation between research and publication of the work undertaken by EC. Therefore, the creation of EC in Brazil, which is relatively new, with an average of five years old (Hashimoto, 2012), and even the experience of PUC-MG with the creation of core research on entrepreneurship can be a way to boost high impact scientific production.

Authors

The number of authors per article more frequently was two people, which represents 47.5% of the total, and about a third was related to three authors per paper. In relation to the main national scientific producers (see Table 4), the leadership is by Gláucia M. V. Vale from PUC-MG with nine publications, mainly related to sub-theme networks (or alliances). In second place tied with three publications each, Hilka P. M. Machado from UEM (sub-theme: entrepreneurship) and Vânia M. J. Nassif (sub-theme: entrepreneurial behavior) that published by Mackenzie and Uninove. In third place, 10 authors with two papers. However, it should be noted that the vast majority of the Brazilian production on entrepreneurship (71.8%) only published one paper in the last 15 years (2000-2014), suggesting that many of these authors do not consider entrepreneurship as their main area of research or that there is still little space for these researchers within the TBJA.

Table 4. Major scientific entrepreneurship producers

	Author	Institution	Freq.	%	International Production*	Main research Entrepreneurship?
1	Vale, Gláucia M. V.	PUC-MG	9	7.3	0	Yes
2	Machado, Hilka P. V.	UEM	3	2.4	0	Yes
	Nassif, Vânia M. J.	Mackenzie/Uninove	3	2.4	0	Yes
3	Alves, Mário A.	FGV-SP	2	1.6	0	No
	Amâncio, Robson	UFLA	2	1.6	0	No
	Borini, Felipe M.	ESPM-SP	2	1.6	1	No
	Corrêa, Victor S.	PUC-MG	2	1.6	0	Yes
	Freitas, Henrique	UFRGS	2	1.6	0	No
	Hashimoto, Marcos	FACCAMP	2	1.6	1	Yes
	Martens, Cristina D. P.	Uninove	2	1.6	0	Yes
	Martes, Ana C. B.	FGV-SP	2	1.6	0	No
	Melo, Pedro L. R.	PUC-SP	2	1.6	0	No
	Mendonça, Patrícia M. E.	FEI	2	1.6	0	No
4	Others (1 paper)	Various	89	71.8		
		Total	124	100.0		

Note. * It was considered as an international production on entrepreneurship only the journals listed in SJR in Table 2.

Finally, we analyzed whether the main Brazilian entrepreneurship publishers who consider entrepreneurship as the main line of research and if they have any publication on

international journals of entrepreneurship listed in Table 2. So, we checked on the curriculum of the top three best published ranked (13 in total). The results indicate (see Table 4) that only two authors Felipe M. Borini (one paper at International Entrepreneurship and Management Journal) and Marcos Hashimoto (one paper at International Journal of Entrepreneurship and Small Business) published on international journals of entrepreneurship. In addition, more than half (53.8%) of the Brazilian authors do not consider entrepreneurship as a main research area.

We wonder: why these 53.8% authors do not consider entrepreneurship as their main focus of research? Why the others are not considering the international scene? It is true there is not a Brazilian secondary data source for entrepreneurship and achieving the top management team is not an easy task, but as a recent field, it could be a little easy to find interesting research questions for publishing. Of course, for international scene it is a quite more complicated, but with many international journals there is also a wide range of opportunities. In this sense, for a paper to become interesting, research needs to challenge current assumptions about the phenomenon in question. For example, challenging established knowledge goes against folk wisdom, well-crafted theory, methods, good fit of data and theory.

Subject area

Among the 27 different themes that most aroused the authors' interest of the scientific production on entrepreneurship in Brazil, the topic entrepreneur leads, accounting for 14.8% of the publications in 2000-14 period, followed by networks (9.8%), female entrepreneurship (8.2%), entrepreneurial orientation (6.6%) and social entrepreneurship (6.6%). The topics with less interest were (others): dynamic, resource base, capital risk, effectuation/causation, corporate entrepreneurship, social stratification and mobility, governance, incubators, innovation, industrial organization, entrepreneurial, risk, companies' survival, theory of adaptive probability, as showed in Table 5. There has been a fragmentation of topics within entrepreneurship in Brazil, with 44.3% different themes within the Brazilian academy. Maybe, this fragmentation is a reflation of a new field of research; the majority of the authors who are publishing in the TBJA do not see the entrepreneurship as principal field of research. Alternatively, it could be argued that the Brazilian entrepreneurship research has its own uniqueness or as Landström, Harirchi and Åström (2012) said it is a changeable field linked to disciplines such as management studies.

Table 5. *Classification of the published papers*

Ranking	Subject area	Freq.	%	% Acum.
1	Entrepreneur	9	14.8	14.8
2	Networks	6	9.8	26.4
3	Female entrepreneurship	5	8.2	32.8
4	Entrepreneurial Orientation	4	6.6	39.3
	Social entrepreneurship	4	6.6	45.9
5	Social capital	3	4.9	50.8
	Educational entrepreneurship	3	4.9	55.7
	Institutional theory	3	4.9	60.7
6	Entrepreneurial behavior	2	3.3	63.9
	Etic entrepreneurship	2	3.3	67.2
	Franchising	2	3.3	70.5
	Internalization	2	3.3	73.8
	Economic theory	2	3.3	77.0
7	Others	13	23.0	100.0
	Total	61	100.0	

We identify research areas with potential for scholars to develop their research pipelines in alignment with the international and Brazilian context. For example: (1) study themes

relatively well studied in the international literature, such as, entrepreneurial orientation, that is one of few areas where the cumulative body of knowledge was developed (Rauch et al., 2009), and in Brazil it still has a tenuous participation (6.6%). (2) If we consider topics that are more recent: educational entrepreneurship, international entrepreneurship, the possibilities for research's development will be increased. (3) According to the bibliometric research by Busenitz et al. (2014) with 219 papers, during the 2000-09 period, in the mainstream journals (AMJ, AMR, SMJ, JOM, OS, MS and ASQ), 37% of it were related to organizational mode, 17% for individuals and teams, 14% for environment, and 12% for opportunities. Issues related to alliances, networks, organizational arrangements, industry and other strategic themes within the organizational mode remain important areas for research. Integrating entrepreneurship research and other more established disciplines such as strategy, economics and organizational behavior still have a strong presence in the AMJ, AMR, SMJ, JOM, OS, MS and ASQ.

Co-citations

In Figure 2, we depict the map of co-citations of the most cited works by the Brazilian's research papers at the TBJA from 2000 to 2014. Although, the Brazilian entrepreneurship scholar is centered with relatively the same references, we can split it into four research domains. The Brazilians researches use as references the classical entrepreneurship articles. Theses co-citations works in Brazil has some similarities mainly to the USA (cluster 1 and 2), a little less to Europe (cluster 2) and China (cluster 1) comparing to the results of Su, Zhai and Landström (2015). Contrary to China, Brazil do not have his own contextualization.

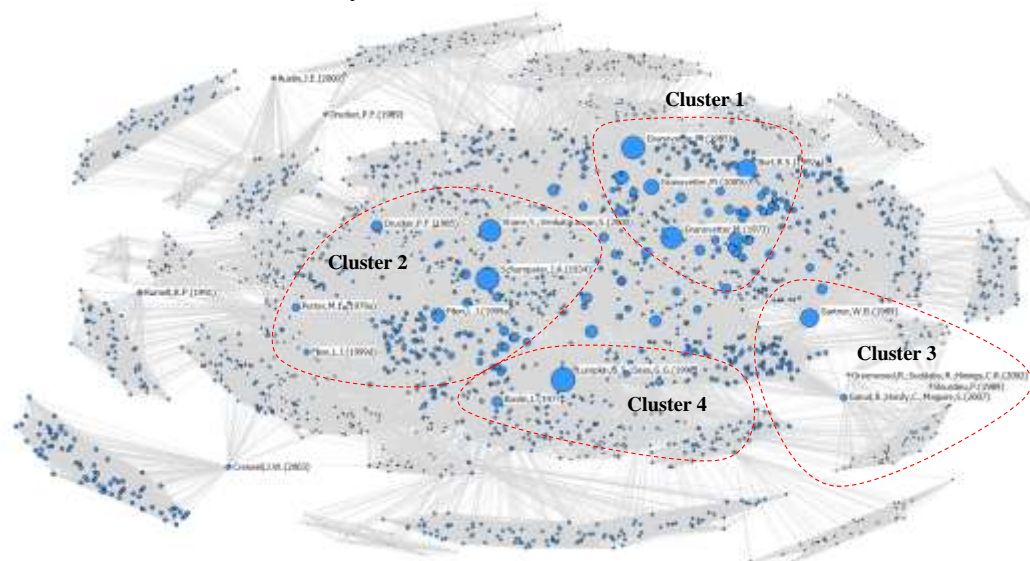


Figure 2. Co-citation map of the most cited works by the Brazilian's research on the TBJA.

Cluster 1: It is a cluster of studies based on social structure and network. The 'strength and weak ties' (Granovetter, 1973) was the fifth most cited paper, the 'economic action and social structure' (Granovetter, 1985) was the third most cited article, the 'impact of social structure on economic outcomes' (Granovetter, 2005) and 'structural hole' (Burt, 1992) that was the sixth most cited work, are central in this cluster. These works, which underscore the social embeddedness of entrepreneurial behavior, address how networks can influence opportunity recognition, resource acquisition and performance of new ventures.

Cluster 2: It is a cluster with a group of studies based on classic economics and management theory. One of the ground-breaking studies is Schumpeter (1934), the second most cited work, who drew scholarly attention to the entrepreneurship field, distinguishing it from traditional economy based on scale, emphasizing entrepreneurship's role in economic

development. The seminal study by Shane and Venkataraman (2000), the fourth most cited paper, which stimulated an intense debate among scholars about entrepreneurship's domain.

Cluster 3: It is a cluster related to the entrepreneur and institutional theory. The research by Gartner (1983) 'who is the entrepreneur?' is the main work of this cluster. The institutional theory looks at how institutions, as rules of the game, shape firms' behavior and how firms adjust their internal structures and operations to comply with institutional (Garud, Hardy & Maguire, 2007; Greenwood, Suddaby & Hinings, 2007).

Cluster 4: This group of works reveals an interest in studying entrepreneurial orientation related to Lumpkin and Dess (1996), the most cited paper, classify the construct of entrepreneurial orientation into five dimensions: autonomy, innovativeness, risktaking, proactiveness and competitive aggressiveness. Research methodologies such as qualitative content analysis paid great attention here (Bardin, 1977).

Methodology

We can observe in Table 6 that the vast majority of the studies was empirical (75.4%) than theoretical essays (24.6%). The empirical studies were classified according to the data source and the purpose of the study. This result showed that the great majority are primary data (collected in the field) by 78.3%, while the secondary and mixed data (collected in the field and secondary) accounted for 10.9% each. Regarding the purpose of the study, almost half of the work carried out was of qualitative nature (47.8%), followed by quantitative approach (41.3%). Among the quantitative by survey (19) the main data analysis techniques were: factor analysis (23.3%), regression (20.0%), percentage analysis (16.7%) and structural equation modeling (10, 0%). Studies using qualitative and quantitative approaches together are the minority with only 10.9%, indicating opportunities for conducting more joint research.

Because the hypotheses tested in business strategy and entrepreneurship are complex, and the relationship between industry structure, competitive position and performance are dynamic, it would be interesting to use both qualitative and quantitative approach together (Harrigan, 1983). The benefits of combining qualitative and quantitative methodologies to form a more complete picture of a phenomenon by far outweigh the costs of time and effort. The implementation of this more complete methodological strategy, however, requires that the researchers become more familiar and comfortable with the ontological, epistemological and methodological foundations of qualitative and quantitative research (Shah & Corley, 2006).

Regarding the qualitative approach, 59.1% of the studies conducted interviews, and almost half of these (46.2%) held only up to four interviews, showing a relatively worrying scenario regarding the quality of the analysis and more opportunities for conducting rigorous research. Although there is not a number defined by the literature, it is generally safe to assume a minimum required interviews of between eight and 10, but it is recommended the principle of "theoretical saturation" (convergence of respondents' answers) to define the appropriate number of interviews (Fischer et al., 2014).

Case studies accounted for 10.9%, and 22.2% were single cases and only 33.3% of them were multiple cases. This data indicates opportunities to develop case studies more robust for theoretical development. Theories developed through case studies are important for the novelty, testability and empirical validation, closely related to the data collected mainly for research in new areas where the existing theories are inadequate. The case study methodology is considered robust if it presents interesting or break off theories passing on tests of reliability (Eisenhardt, 1989). However, as noted by Yin (2010) these theories can be restricted to the specific case studied not being very appropriate to generalize due to "scientific rigor" (absence of bias for the researcher) on the method used. One way to minimize the limitation of the case study would be the triangulation of theories and replication, in addition to the review of the work by key informants in the case study.

Table 6. *Methodological indicators of the published papers*

Characteristics	Frequency	% of papers
Total	61	100.0
Theoretical	15	24.6
Empirical	46	75.4
Type of data	46	100.0
Primary (collected in the field)	36	78.3
Secondary	5	10.9
Primary and secondary	5	10.9
Type of analyses	46	100.0
Qualitative and quantitative (mixed)	5	10.9
Quantitative	19	41.3
Analysis technique	30	100.0
Factor analyze	7	23.3
Regression	6	20.0
Percentage analysis	5	16.7
Structural equation modeling	3	10.0
t teste	3	10.0
Descriptive	2	6.7
ANOVA	1	3.3
Longitudinal	1	3.3
Mean	1	3.3
Qui-squared test	1	3.3
Qualitative	22	47.8
Interviews	13	59.1
1 interview	1	7.7
2 interviews	2	15.4
3 interviews	2	15.4
4 interviews	1	7.7
9 interviews	1	7.7
13 interviews or more	6	46.2
Case study	9	40.9
Simple	2	22.2
Double	4	44.4
Multiple	3	33.3

The qualitative research in the TBJA could contribute to society by making it more engaged scholarship as a methodological approach for entrepreneurship research to bridge the gap between theory and practice. Van de Ven and Johnson (2006, p. 803) define engaged scholarship as “a collaborative form of inquiry in which academics and practitioners leverage their different perspectives and competencies to coproduce knowledge about a complex problem or phenomenon that exists under conditions of uncertainty found in the world”. How is your scholarship affecting your engagement? Apart from methodological rigor, what are your criteria to evaluate entrepreneurship research? The answers to those questions could be achieved by: (1) scientific and/or technological excellence (relevant to the topic addressed legitimacy). (2) The quality of the research. (3) The impact of the study, engagement, share your knowledge to the society like trying to publish “papers” or “articles” in newspapers or blogs to get closer to the big audience. This kind of research could be very interesting and can be a way of get the entrepreneurship close to practice, but to get it published in top journals, it must follow the rigor and give contributions to the literature.

CONCLUSIONS AND IMPLICATIONS

This study analyzed the scientific production on entrepreneurship in the TBJA during the 2000-2014 period. We identified challenges and opportunities in the area to get more space and legitimacy in the TBJA through a systematic review of 61 entrepreneurship papers. According to Judge et al. (2007), the impact of an academic text depends greatly in part on the

journal's prestige, resulting in the need for researchers and beginners in the area to understand what is taking place in Brazilian entrepreneurship, for publication in mainstream journals. Given the difficulty of publishing in top journals, most beginner researchers will be seriously impaired by systems that emphasizes a journal's ranking over a high quality paper.

In Brazil, the academic production on entrepreneurship has been marked by the challenges inherent in a relatively new and changing field in searching for an active voice within the academy, which needs to be the subject of critical reflection. For example, within the National Association of Post-Graduate in Administration (ANPAD) the field does not have its own area, being allocated as a sub-area within Strategy. In addition, the Brazilian journals focused on entrepreneurship have not gotten the same prestige of the TBJA.

By reading and analyzing the Brazilian entrepreneurship papers, the largest disability felt at the discussion/conclusion, which is usually one of the most relevant parts of a paper. It was a mere description of the main results, making a connection with the literature. However, the majority of the authors did not start this section re-affirming the objective of the study, did not mention the theoretical contributions, practical implications and many of them did not indicate the research's limitations and suggestion for future research are general with little contribution to the development of theory and further study. However, what is most impressive when comparing Brazilian vs. international papers is that the Brazilians do not have the habit of explaining the implications of the study. Almost all papers did not explicitly and clearly reported the theoretical implications of it, and only very few conveyed explicit practices or managerial implications. Regarding the introduction, Brazilian papers do not have the habit of putting the contributions to the work in it, which is already common practice in international papers. The research question also did not appear in the majority of the papers. Although, the practical relevance to the academy is not so important, especially in rigor versus relevance discussion, many of the Brazilian papers have methodological weaknesses.

This research identified some main opportunities: (1) giving preference to empirical studies carried out by rigorous methodologies and revealing applicability. (2) Conducting studies that can generate theorization or critical analysis. (3) Conducting systematic reviews (qualitative and/or quantitative) or meta-analysis of the literature. (4) Realization of empirical studies that clearly extend the theoretical basis of the existing literature using longitudinal designs in empirical research. (5) Establishment of research lines in post-graduate (Master and Doctoral) of the HEIs focused exclusively on entrepreneurship. Finally, the results reinforce the idea that it is worthwhile for the authors to dominate the basics of scientific authorship: generating ideas, theory building and clear writing. Those opportunities can be applied to publish good entrepreneurship papers in the TBJA as well as international journals.

However, this work revealed some important challenges: (1) little entrepreneurship papers published within the TBJA compared to others research fields in Brazil. (2) The impact of the scientific production of the TBJA is still low compared to the international journals focused exclusively on entrepreneurship. (3) Prevalence of low methodological approaches, in which much of the research is limited to a few interviews (up to four) and exploratory case studies (single or double). (4) Conclusions characterized by deductive reasoning, without clear presentation of some important points, like as boot it resuming the research objective; lack of explicit positioning the contribution of the study to theory and/or practical (even though in some cases we can identify within the text); absence of theoretical and/or practices implications; research's limitations (when they are mentioned, they are generic ideas that do not reveal committed reflection with the developed line of reasoning); and finally, the suggestions for future research are generic.

Comparing some of the challenges set out in this study to the research of Busenitz et al. (2014), we observed some similarities with the results of the analysis of the 13 seminal entrepreneurial papers during 2000-2010, which were composed of a combination of research

approaches. Five of the articles were theoretical, the other five were empirical studies based on secondary data, and three were inductive style search with a limited number of case studies. That is, less than 40% of the papers were empirical. Moreover, another important aspect indicated by Busenitz et al. (2014) is that the high-impact papers were within the same conceptual domain and many of them had important implications for many disciplines.

Those analyses of opportunities and challenges found in this study is not so different from other research fields in Brazil, as pointed out by Bertero et al. (2013), by Paiva and Brito (2013) in operations, by Mascarenhas and Barbosa (2013) in human resources, and by Mazzon and Hernandez (2013) in marketing. By reading and analyzing the Brazilian entrepreneurship papers and talking to some Brazilian researchers focused on entrepreneurial field some questions arise. For example, what we find as some challenges maybe caused by the pressure of CAPES for publication, which may “force” the researchers to submit a paper to a journal that is not mature enough. One way to the entrepreneurial area in Brazil to get more space and legitimacy could be by publishing in good international journals, i.e. from outside to inside.

Theoretical and Practical Contributions

In terms of contributions, we believe that this study has achieved its main goal. First, in theory, by providing a quantitative and qualitative description, making a critical analysis of the entrepreneurial research, identifying the main challenges and opportunities for the development of future research looking to help the consolidation and legitimation of the entrepreneurship as an important area of research so necessary for economic and social development of Brazil. Second, in practical terms, by giving a perspective to researchers and first time authors to produce high impact papers, helping both researchers who see entrepreneurship as a secondary area of research (which is the most common) looking for new opportunities to join definitively in the area, as those that are focused on entrepreneurship.

Study Implications

This research has at least two major implications. First, on the scientific rigor, a greater effort is necessary in reducing the historical gap of international insertion of Brazil's main authors of entrepreneurship. So one of the main challenges is in terms of methodological guidance changes to get the international scene. For example, research based on qualitative or surveys needs to get close to the level of methodological rigor of the main international journals. For surpassing this challenge, we suggest the use of methodologies less used in entrepreneurship, as the use of secondary data, engaged scholarship, and experiment that is widespread in marketing, approaching the most consolidated research techniques from other areas to entrepreneurship. It would be also important to use more advanced technique analysis like, structural equation modeling and longitudinal studies. Thus, it is believed that there will be a greater impact of Brazilian research in the area and, as challenge, the formation of, by Master and Doctoral HEI's Programs, researchers able to develop work with these guidelines.

The second implication is related to the direction that the entrepreneurship intends to follow if it wants to become a relevant area within the Administration and for Brazil's economic and social development. The results indicated that the Brazilian production of entrepreneurship is still in its infancy with little impact to the country. Thus, a great effort from Brazilian authors for development of interesting research will be needed, especially for the HEIs by forming a critical mass focused on entrepreneurship.

Limitations and Suggestions of Future Research

Some limitations of the study should be mentioned. First, it was only possible to assess the TBJA (BAR, RAC, RAE and RAUSP), based on what was published within the papers. In some cases, they may have taken appropriate decisions that were discussed during the review

process of the papers, but were not included in it. Second, by focusing exclusively on the TBJA we lose a little of the real scene of the entrepreneurial research in Brazil. On the other hand, this cutting is important to understand the current state of this research and its impact within the academy as RAC, RAE, RAUSP and BAR are the TBJA, as pointed out by Busenitz et al (2014). From this observation, we present the first suggestion of future research: the implementation of systematic revisions or bibliometric in journals specializing in entrepreneurship in Brazil as well as journals less well ranked than TBJA.

Third, we have not developed a qualitative research with the key entrepreneurial authors in Brazil. Thus, for a better understanding of the vision of the leading authors in the field, it would be interesting to conduct interviews with the experts on the subject, raising the second suggestion for future research. Finally, for space reasons, it was not possible to include all 61 entrepreneurship papers used in this study, but this limitation is not a great importance as all 61 papers can be easily accessed using the same keywords in this research.

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