

The interaction of the authors in the Branding Research - A bibliometric analysis in Brazilian publications

A interação dos autores nas pesquisas em Gestão de Marcas - Uma análise bibliométrica em publicações brasileiras

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ABSTRACT

Brands introduce an important role for organizations. The way it is positioned in the marketplace can lead the organization to success or failure. For this, a good management of this intangible asset is fundamental for the continuity of the company. It is noticed that many areas are involved in the theme on brands, which makes the theme on multidisciplinary brands. Trademark research, even in several segments, must flow towards the same objective that is to add value to the company and consequently, be possible to measure this intangible value safely, for this reason the interaction between the authors is important. In this way, this article aims to identify the characteristics of the research network, through network analysis, branding in Brazilian publications and the interaction between researchers. This research is based on bibliometric analysis and as a result, the most influential authors in the network were identified, thus enabling to promote advances in this area of knowledge. In the field of branding, it was possible to infer the low number of researchers in Brazil, most of whom contributed an article. It was also identified, the lack of interaction between the groups that research the subject.

KEYWORDS: Branding; Business strategy; Network analysis; Bibliometrics.

RESUMO

As marcas apresentam um papel importante para as organizações. A forma como ela é posicionada no mercado, pode levar a organização ao sucesso ou ao fracasso. Para tanto, uma boa gestão desse ativo intangível é fundamental para a continuidade da empresa. Percebe-se que muitas áreas estão envolvidas no tema sobre marcas, o que torna este tema multidisciplinar. A pesquisa sobre marcas, mesmo que em diversos segmentos, deve fluir para um mesmo objetivo que é agregar valor à empresa e, conseqüentemente mensurar com segurança esse valor intangível, por esse motivo a interação entre os autores é importante. Desta forma, este artigo tem como objetivo identificar as características da rede de pesquisas, por meio da análise de redes em Gestão de Marcas em publicações brasileiras e a interação entre os pesquisadores. Esta pesquisa é baseada em análise bibliométrica e, como resultado, foram identificados os autores mais influentes na rede, possibilitando assim, promover avanços nessa área de conhecimento. No campo de Gestão de Marcas, foi possível inferir o baixo número de pesquisadores no Brasil, tendo a maioria contribuído com um artigo. Foi identificada também, a falta de interação entre os grupos que pesquisam o assunto.

PALAVRAS-CHAVE: Gestão de Marcas; Estratégia empresarial; Análise de redes; Bibliometria.

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1 INTRODUCTION

Organizations, regardless of the sector in which they operate, are embedded in increasingly competitive and dynamic environments (Jeremias & Martins, 2017, Enciso & Martins, 2017, Pozzebon, Martins, & Jeremias, 2017, Martins, 2015). Recently the term branding has gained popularity in the area of Marketing, but it is not a new term. The word brand has its origin in the old Scandinavian, reads *brandr*, which means the literal act of "to mark". It was used primitively to identify the herd and the property, and it gave advantage to breeders known for quality, who were often sought after to do business (Kotler & Keller, 2006).

The use of trademarks, as it is known today, is about a century old. In 1883, the Paris Union Convention sought to establish a legal basis to curb unfair competition, and by 1890 most industrialized countries had specific legislation on trademark ownership and protection (Kotler & Pfoertsch, 2008). For Kaplan and Northon (2004), Brand Management is a strong point for the development of companies and considers this measurement as the "Holy Grail" of accounting as it opens a competitive advantage in the market.

The perceived quality, brought the loyalty of the customer (Maciel & Martins, 2018), the strong associations and personality of the brand that was the key point to compete in the market (Aaker & Joachimsthaler, 2002). For Mozota, Klöpsch and Costa (2011), the function of the brand is to create value for both consumers and the company, differentiating the product or service; bring the information of their attributes and, especially, make tangible what is intangible.

According to Aaker (2007), the identity of a brand must clearly specify what that brand wants and what it does not want to symbolize. In this sense, it is necessary to develop Brand Management with research, so that it allows to deliver at least what customers expect, thus avoiding the delivery of an empty brand to the market (Tomiya, 2014).

It is noticed that many areas are involved in the theme about brands, which makes this subject multidisciplinary. Brand research, even in several segments, is directed to administration, marketing, advertising and advertising, economics, accounting and others, must flow to the same goal that is to add value to the company and, consequently, to measure this value with certainty intangible, so the interaction between the authors is important.

Thus, in addition to the managerial need for organizations, there must be a development in the research to understand the existing works and, when necessary, to question them, to make this topic more addressed. For this, it is necessary to know how the subject of brands in the Brazilian context has been researched. For this understanding, one of the forms that can be used is bibliometric analysis.

Bibliometry is one of the rare cases where it is possible to do a multidisciplinary analysis, because it allows the researcher to map a certain subject and raise data to transform it into information (Glanzel, 2003).

In this way, this study has as general objective to identify the characteristics of the research network in Brand Management in Brazilian publications and the interactions between the authors and, through this information, to identify the most influential authors in the network and its publications, advances in this area of knowledge.

This article is structured, beginning with the present section, with the introductory aspects, the relevance and the objective of the research. The second section presents the methodology used. The third shows the results found, and the last, the final considerations.

2 RESEARCH METHODOLOGY

A documentary research was conducted, classified as descriptive, from a qualitative perspective to reach the objective of identifying the characteristics of the research network in Brand Management in Brazilian publications. Through this information, we sought to identify the most influential authors in the network and its publications, thus enabling to promote advances in this area of knowledge.

In order to carry out the research, Spell's site was used to collect all articles that contained the word "brand" and / or "brand" in the title, abstract or keyword. The data of the articles were exported from Spell's site to the Excel spreadsheet.

With the delimitation of the publication date between 2006 and 2016, the titles and summaries of the articles were read, and only those that had a relationship with Brand Management or Management were selected, totaling 115 articles to compose the portfolio.

For the collection of the information of the authors, the database of the site of the Lattes platform was used. The following information was collected from the authors: gender (for authors who have unisex names), degree of education, name of institution and course, as well as access to profession and published articles.

3 RESULTS

The first analysis consists of the verification of articles from the period 2006 to 2016. Figure 1 shows the volume of articles per year.

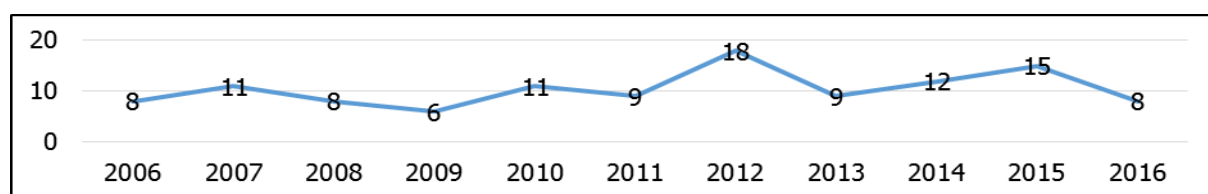


Figure 1 - Volume of articles publications on brands based on SPELL between 2006 and 2016
Source: Prepared by the authors, based on the research data.

As shown in the graph in Figure 1, it is possible to notice a growth in publications from 2011. The total number of articles published between the years 2006 and 2016 was 115. The average was 9 articles between the years 2006 to 2010 and 13 articles as of 2011.

The possible increase in the "brand" theme may be related to the updating of Law no. 6,404 (1976) (Law of Corporations) by Laws n.11.638 (2007) and 11.941 (2009), in which no intangible asset was recognized in the balance sheet of Brazilian companies.

Therefore, updating the law was an advance for Brazilian accounting in relation to the treatment of intangible assets. Another advancement was the publication of CPC 04 (2010), which consists of the recognition and disclosure of intangible assets in accordance with International Accounting Standards, specifically with International Accounting Standards 38 (IAS 38).

In addition, the application of Lotka's Law, according to Flights (1974), was analyzed in this study. Lotka's Law is related to the productivity of authors and based on the basic premise that some researchers publish much and many publish little.

Table 1 is based on Lotka's inverse square law on the laws of bibliometrics, which states that the number of authors making n contributions in a given scientific field is approximately $1/n^2$ of those making a single contribution and that the proportion of those who make a single contribution is more or less 60%

Table 1 - Authors and productivity by direct counting

Contributions by Author	N. of Authors	% of Authors	N. of Articles	% of Articles
1	97	0,9327	97	0,8435
2	5	0,0481	10	0,087
3	1	0,0096	3	0,0261
5	1	0,0096	5	0,0435
Total	104	1	115	1

Source: Prepared by the authors, based on the research data.

According to Table 1, 93% of the authors had only 1 contribution in the theme on brands. It was considered only the first author of each article for direct counting.

In general, the authors of scientific articles list the authors in descending order of importance, but some areas list in alphabetical order of the surname. The convention should be observed to distinguish the criterion of order (Yukihara, 2011).

The authors' order is used to evaluate their contribution to the articles that are in their curriculum, and may favor, in some cases, mainly in the issue of research scholarship competition or even in promotion in the workplace, especially in teaching (Yukihara, 2011).

The importance of authors diminishes with the position in the list. An exception to the rule is that the last author can assume a greater importance than the secondary authors, are the cases of the leaders of groups that give the idea of the research. Generally, group leaders are the teachers who grant credit to students, however the submission of the work and all correspondence is their responsibility (Yukihara, 2011).

The second analysis was the network analysis. This is used to verify authors and their connections through a representation of sets of loops, that is, co-authorship in articles (Granovetter, 1973). Two characteristics of the set of networks are density and centering. Density indicates the number of authors of the network that has a connection with the other authors, that is, the greater the number of strong links between authors, the greater the density (Marsden, 1993). Centralization reflects the degree of importance of the actor in the network (Wasserman & Faust, 1994). Figure 2 shows the network of the authors portfolio, generated by the Ucinet software.

Figure 2 shows three main clusters. On the right side the cluster is Carlos Alberto Gonçalves and, on the left, Thelma Valéria Rocha. With regard to the high concentration of authors in the center, it is not possible to identify authors in the spotlight. However, a network with a high number of authors is perceived.

Two of the 257 authors highlighted the number of links within the portfolio of articles selected for the research, and Gonçalves and Rocha had nine ties each. The other authors had seven or fewer loops.

Figure 3 shows the networks of the main clusters identified, in which the three authors that stood out for the number of links are: Gonçalves with nine links, Rocha, also with nine links and Sheila F. A. Garcia with eight links. Of the 257 authors, four were highlighted as to the number of links within the portfolio of articles selected for the research, being: Gonçalves and Rocha with nine ties each and Evandro Luiz Lopes and Francisco Antônio Serralvo with seven ties each. The other authors had six loops or less. The authors Lopes and Serralvo are part of the Garcia network.

It should be noted that Rocha and Gonçalves, even with a greater number of links than Garcia, had smaller networks. Garcia had a network of 18 people, Rocha de nine and Gonçalves of 14 people.

In the analysis of the clusters found in the research, it can be inferred that they are authors with high titulación, that make partnerships between them and there is little involvement of the graduated students.

Gonçalves completed his doctorate in Administration by FEA-USP, he has a master's degree in Information Technology at PUC-RJ and a degree in Civil Engineering from UFMG. He had 139 articles published with 290 coauthors, with 16 professors from UFMG. He supervised 2 postdoctoral students, 28 doctoral students and 45 masters. His specialty is in Organizational Strategy and currently he is a professor at UFMG (Somos UFMG, 2017).

Rocha completed the doctorate in Management with an emphasis in Marketing from FEA-USP, a Master's degree in Marketing Administration from EAESP-FGV with a specialization in International Business from the Stockholm School of Economics (SSE), Sweden and holds a degree in Administration from FEA-USP and Production by FEI. Published 36 articles. She directed 10 masters. She is a PhD and Master's Professor at the School of Advertising and Marketing (ESPM). Research the themes of Internationalization of Brazilian Franchises, the Role of Marketing in the Internationalization of Companies and Relationship Marketing.

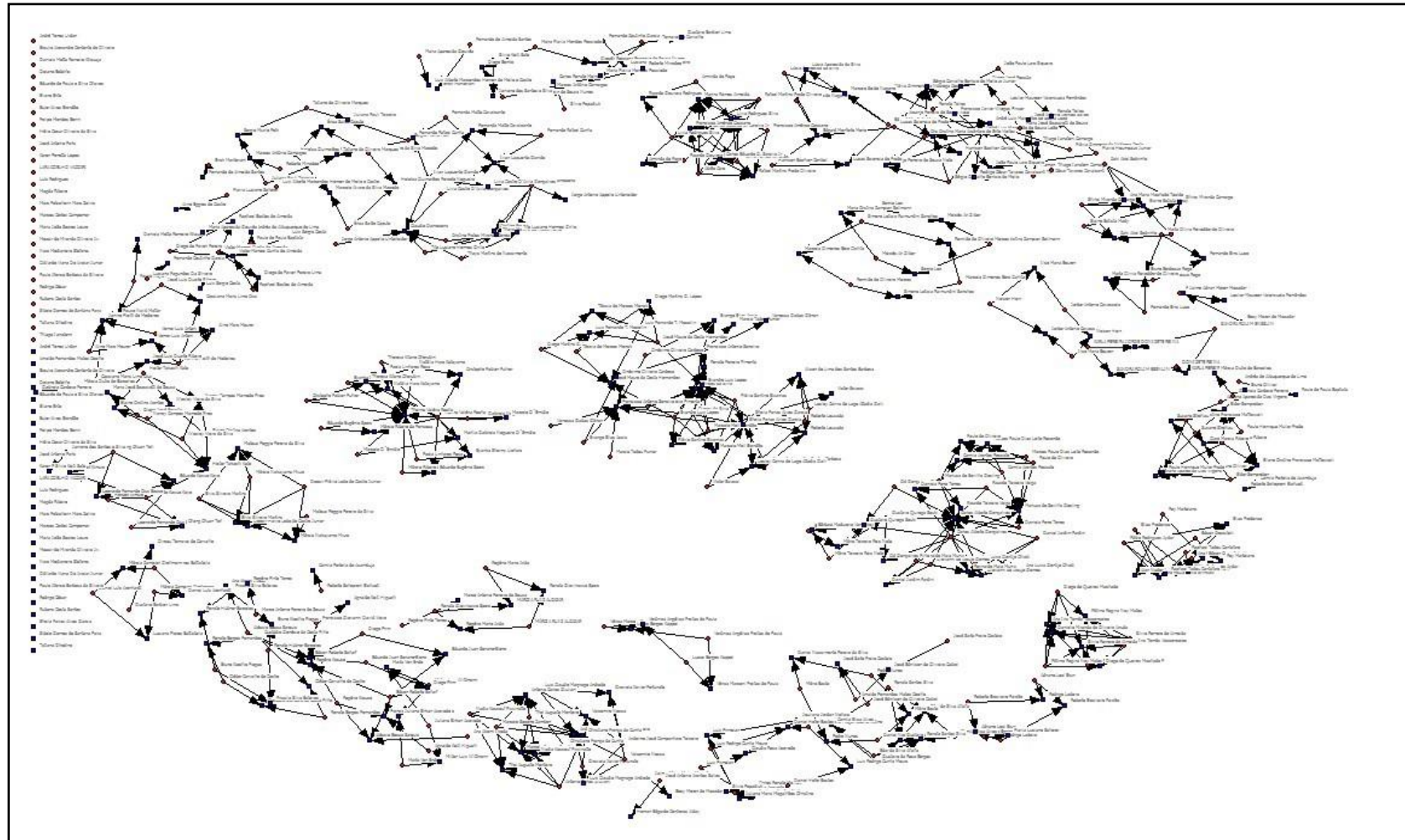


Figure 2 - Authors' network analysis

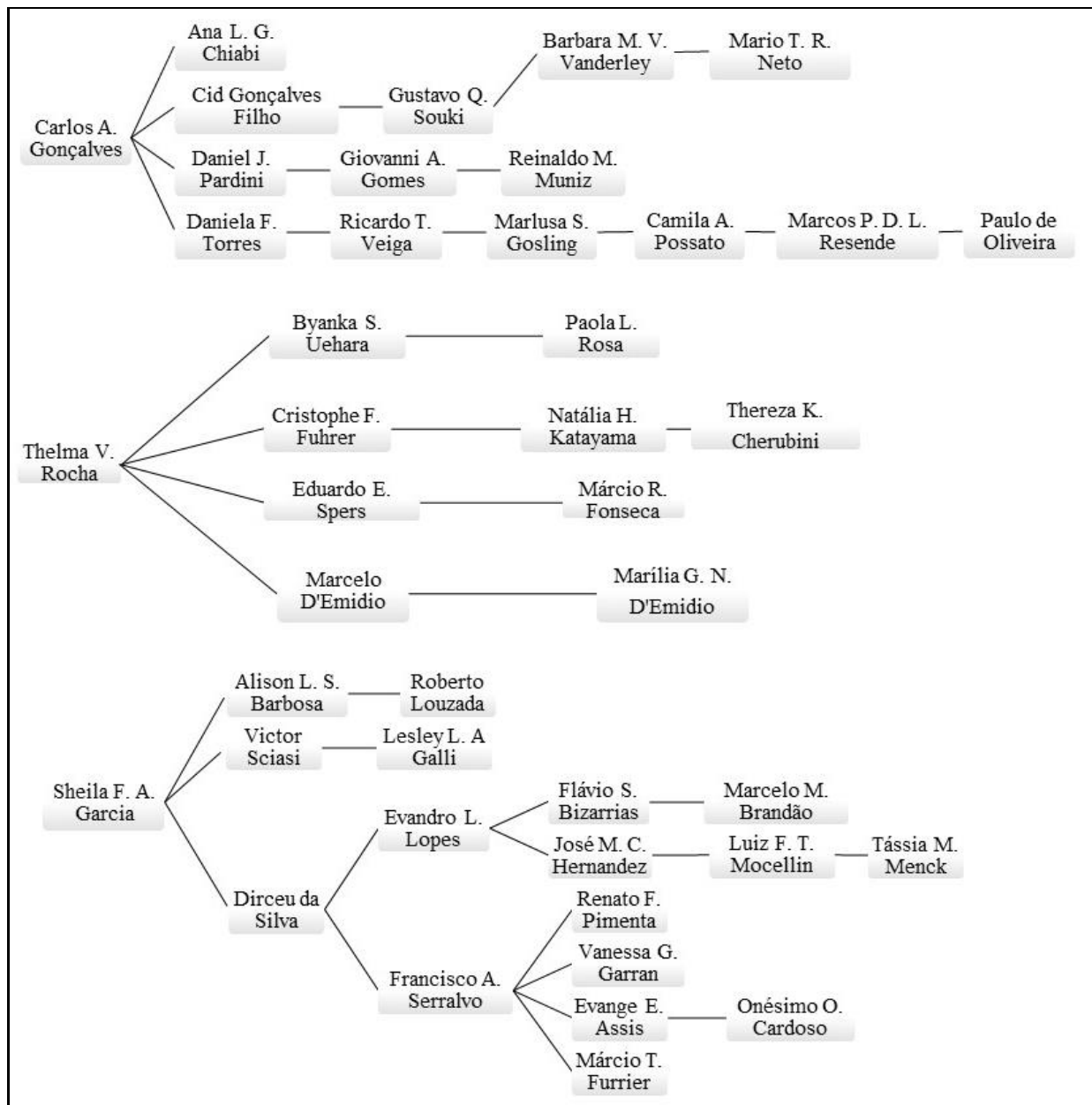


Figure 3 – Analysis of clusters networks

Garcia completed the doctorate in Business Administration from the Faculty of Economics, Administration and Accounting of the University of São Paulo (FEA-USP), a Master's degree in Business Administration from Universidade Presbiteriana Mackenzie and a degree in Social Communication with a degree in Advertising and Advertising and concentration in Marketing, by the School of Propaganda and Marketing. She is currently an assistant professor at the Universidade Estadual Paulista Júlio de Mesquita Filho (UNESP). Has experience in the area of Administration, with emphasis in Marketing, Communication, Sales, Negotiation and Internationalization.

Lopes holds a Phd in Business Administration from the Center for Graduate Studies and Research in Administration (CEPEAD) at UFMG (2016), holds the doctorate in Administration (Marketing) from Uninove's Postgraduate Program in Administration (MBA) and a Masters in Business Administration (Marketing) by the same institution. He coordinates research projects funded by CNPq and acts in the banking industry for renowned academic journals. His research interests are concentrated in the Procurement Decision Process, in the Evaluation of Trademarks in the Context of Consumer Behavior, in the Influence of the Luxury Perception of Packaging in Behavior Intention and in Consumer Behavior (Somos UFMG, 2017).

Serralvo is Director of the Faculty of Economics, Administration, Accounting and Actuarial - FEA-PUC-SP (Management 2013/2017). Full Professor of Marketing, with discipline regency, Research and orientation in the Program of Post-Graduate Studies in Administration (master's and doctorate), besides orientation of projects of scientific initiation and monograph of graduation in Administration of the Pontifical Catholic University of São Paulo - PUC-SP. He is a researcher and leader of the Brand Study Group - GEMA (PUC-SP) (Lattes, 2017).

Figure 4 shows the Carlos Alberto Gonçalves network, according to the articles in the Bibliographic Portfolio of this research.

Name	Degree of Education	University	State/Country
Ana Luiza Contigo Chiabi	Graduate	UFMG	MG
Cid Gonçalves Filho	Doctorate	UFMG	MG
Gustavo Quiroga Souki	Doctorate	UFLA	MG
Daniela Ferro Torres	Master	UFMG	MG
Daniel Pardim Pardini	Doctorate	UFMG	MG
Giovani de Araujo Gomes	Master	FUMEC	MG
Marlusa de Sevilha Gosling	PhD	UFMG	MG
Reynaldo Maia Muniz	Doctorate	<i>Universidad Complutense de Madrid</i>	Espanha
Ricardo Teixeira Veiga	Doctorate	UFMG	MG

Figure 4 - Network of the author Carlos Alberto Gonçalves
Source: Prepared by the authors, based on the research data.

The Figure 4 shows that the network of this author had a pattern in the State of Minas Gerais and concentrated on people who had some connection with UFMG. Souki graduated, Gosling holds a doctorate and Muniz holds a master's degree from UFMG (Somos UFMG, 2017).

The Figure 5 shows the information of the articles that were selected for this research, in which Gonçalves, C.A.

Authors	Article Title
Chiabi, A. L. G. e Gonçalves C. A.	Analysis of brand change strategy adding value: A study by Vale.
Gomes, G. A., Gonçalves, C. A., Pardini, D. J. e Muniz, R. M.	Corporate Social and Environmental Responsibility and Maturity Indicator mediating strategic performance for organizations.
Gonçalves, C., Fº, Souki, G. Q. e Gonçalves, C. A.	Consumer-based brand equity: Development and validation of a measurement instrument in the automotive sector.
Gonçalves, C., Fº, Souki, G. Q. e Gonçalves, C. A.	Brand equity for the consumer: Development and validation of a measurement instrument in the automotive sector
Torres, D. F., Gonçalves, C. A., Gosling, M. e Veiga, R. T.	Evaluation model of the relationship between reputation and brand value: A study in the automotive sector.

Figure 5 - Articles published in the list of articles chosen for the research

The article Analysis of strategy of change of the brand adding value: A study of Vale, was published in 2010 in the Journal of Management of UFSM and had, as objective, the study of change of the brand of Vale, because in November 2007, the company announced the redesign in the look of its logo and change in its brand. The conclusion of the research was that, for Vale, the previous brand was focused on the internal scope, without much significance with its values and market position, and with the new brand, there was an increase of brand value in the financial market. The research results showed the relevance of investing in brand strengthening to try to reduce the difference between its real value and market value.

The article Corporate Social-Environmental Responsibility and Maturity Indicator mediating strategic performance for organizations was published in 2010 by the Journal of Management Sciences. The survey evaluates and estimates the intensity of the relationships between brand value factors, brand reputation, company reputation, stakeholder satisfaction and Corporate Social and Environmental Responsibility (RSAC). As a result of the proposed theoretical model, the RSAC has

significant importance for the company, where it must be included in the organizational strategic planning for contributing to competitiveness, profitability and business sustainability.

The article Brand equity based on the consumer: Development and validation of an instrument of measurement in the automotive sector, published in 2007, in the Journal Management & Planning refers to the value of the brand for the consumer, quoted strongly in the literature by authors more focused on the theme of brands, but with few empirical studies that seek to measure and verify their impact on consumers' purchasing intentions. The brand measurement was done with a questionnaire of 15 items, which represented a breakthrough in this area, and showed the possibility of generating a management tool for Brand Management, with low cost. It was concluded that the brand equity or brand value is a positive factor of purchase intention and, in a way, it impacts on the differentiation of the automakers in the view of the customers.

The article Brand equity for the consumer: Development and validation of a measurement instrument in the automotive sector, was published in 2009 in the Electronic Journal of Administrative Science, is similar and presents the same results of the previous article.

The article Evaluation model of the relationship between Reputation and Brand Value: A study in the automotive sector, published in 2011 by GESTÃO.Org - Electronic Journal of Organizational Management, evaluates the existence and intensity between the reputation dimensions and the value of the brand of the Volkswagen brand. The results point as positive the relationship between consumer sentiment and the Volkswagen brand. Leadership and governance were the indicators that most contributed to the formation of reputation and loyalty to the formation of brand value.

Figure 6 shows the network of author Thelma Valéria Rocha according to the articles in the Bibliographic Portfolio of this research.

Name	Degree of Education	University	State
Byanka Sheimy Uehara	Graduate	ESPM	SP
Cristopher Fabien Fuhrer	Graduate	ESPM	SP
Eduardo Eugênio Spers	PhD	USP	SP
Marcelo D'Emidio	Doctorate	USP	SP
Marcio Ribeiro da Fonseca	Master	ESPM	SP
Marília Gabriela Nogueira	Graduate	USP	SP
Natalia Hara Katayama	Master	ESPM	SP
Paola Linhares Rosa	Graduate	ESPM	SP
Thereza Kitano Cherubini	Graduate	Uninformed	Uninformed

Figure 6 - Network of author Thelma Valéria Rocha

In Figure 6 it is possible to note that the author's network is concentrated in the State of São Paulo and in the ESPM teaching institutions, where she teaches, and at USP, where she completed her doctorate. Regarding the degree of education, it is possible that the author encourages the undergraduate students of ESPM in the scientific initiation.

Figure 7 shows the information of the articles that were selected for this research, in which Thelma Valéria Rocha was part.

Authors	Article Title
D'Emidio, M., Rocha, T. V. e D'Emidio, M. G. N.	The calculation of the brand value by consumers: An empirical study in the mobile telephony sector.
Fonseca, M. R., Rocha, T. V. e Spers, E. E.	The influence of Corporate Social Responsibility on Brand Image: A study in Brazilian companies in the cosmetics sector.
Rocha, T. V., Fuhrer, C. F., Katayama, N. H. e Cherubini, T. K.	Building loyalty and brand image in the mobile phone industry.
Uehara, B. S., Rosa, P. L. e Rocha, T. V.	The effect of the marketing compound on the brand image and loyalty of casual fashion customers.

Figure 7 - Articles published in the list of articles chosen for research

The article *The calculation of the value of the brand by consumers: An empirical study in the mobile telephony sector*, was published in 2013 by *Revista Gestão*. The purpose of this study was to examine the behavioral models for calculating brand value and to present a proposal for calculation that would allow the calculation of this value per consumer. The objectives have been achieved and, as a result, Vivo brand consumers have agreed to pay more for services because they have a more evolved identity than Claro. Trademark Management was suggested for Vivo and Claro mobile phone companies, according to the variables that most affected the value of each of them.

The article *The influence of Corporate Social Responsibility on Brand Image: A study on Brazilian companies in the cosmetics sector*, was published in 2014 by the *Brazilian Journal of Marketing*. The general objective was to investigate whether Corporate Social Responsibility (CSR) influences the IM (Brand Image) and CR (Corporate Reputation) in the perception of the consumers of two Brazilian cosmetic companies, specifically Company A and Company B.

Data analysis showed that CRS has a positive influence on MI, but this influence was only significant for Company A and moderate for Company B, which revealed that, in the perception of the consumer belonging to the sample, Company A has higher IM gains with their CSR actions than Company B.

The article *The construction of loyalty and brand image in the mobile telephony sector* was published in 2010 by the *Journal of Management of UNIMEP*. It aimed to study the construction of brand image perception and the loyalty of young consumers. The conclusion, based on the research portfolio, was that the loyalty of customers in the telephony sector is low and that the functional benefits are the most relevant for the construction of the brand image of mobile operators, the most relevant was performance, followed advanced technology and service.

The article *The effect of marketing composite on brand image and loyalty of casual fashion customers*, was published in 2015 by *Online magazine*. It came from the proposal of a monograph that received the award of 1st place of Academic Excellence Francisco Gracioso, in June / 2012.

The research aimed to analyze the influence of the marketing compound on the brand image formation in the loyalty of young fashion casual consumers of two brands, Zara and Cia. Hering. The result pointed out that the product is the most valued attribute at the time of purchase and the most likely to generate consumer loyalty.

Figure 8 shows the network of the author Evandro Luiz Lopes according to the articles in the Bibliographic Portfolio of this research

Name	Degree of Educacion	University	State
Dirceu da Silva	Doctorate	USP	SP
Flavio Santino Bizarrias	Master	Uninove	SP
Francisco Antonio Serralvo	PhD	PUC	SP
José Mauro da Costa Hernandez	PhD	FGV	SP
Marcelo Moll Brandão	Doctorate	FGV	SP
Renato Ferreira Pimenta	Doctorate	Uninove	SP
Sheila Farias Alves Garcia	Doctorate	USP	SP

Figure 8 - Network of the author Evandro Luiz Lopes

In Figure 8, the authors of the Evandro Luiz Lopes network are concentrated in the State of São Paulo, it is noticed that the predominant degree of education of the networks is the doctorate and there is no predominance of some Teaching Institution since, in its curriculum, participates and submits articles in the congresses of FGV and USP. He was a professor in 2007 at PUC-SP and is a lecturer at Uninove.

Figure 9 shows the article information, which was selected for this research, in which Evandro Luiz Lopes was a member.

The article *Influence of brands in consumer decision-making: A theoretical review* was published in 2014 by the *Electronic Journal of Management and Society* and aimed to analyze and debate the influence of the brand in the decision-making process of the consumer, through a theoretical essay,

based on bibliographic research. The study emphasizes that the brand exerts influence on the cognitive and affective dimensions in the consumer decision process, from the recognition of needs to the final decision.

Authors	Article Title
Bizarrias, F. S., Lopes, E. L., Farias, S., Brandão M. M. e Silva, D.	Influence of brands in consumer decision-making: A theoretical review.
Lopes, E. L. e Hernandez, J. M. C.	Perception of branding strategy in stores: What is the best name for a store?
Pimenta, R. F., Lopes, E. L., Silva, D. e Serralvo, F. A.	Evaluation of brand extensions: An experimental research in the service sector.

Figure 9 - Articles published by Evandro Luiz Lopes in the list of articles chosen for research

The article Perception of the brand extension strategy in commercial establishments: What is the best name for a store? was published in 2013 by the Electronic Journal of Strategy & Business and had as main objective to verify the effect that different strategies of assigning a brand name (loaded of meaning or invented) exerts on extensions of more and less similar retail brands. It was concluded that one of the indications pointed out that the use of trademark extension for formats with low similarity to the original retail format tends to carry a greater risk of consumer rejection.

The article Brand Extension Evaluation: An experimental research in the service sector was published in 2014 by the Brazilian Journal of Business Management. The objective of this study was to analyze the effects on the evaluation of consumers of different brand names (arbitrary, descriptive and suggestive), similarity (high versus low) and perceived quality in relation to brand extensions in services. As a result, most of the assumptions tested were rejected because the perceived high quality of MM services (parent brand) nullified the effects of MEs (extended brands) on consumer assessment. Although the unrecognized marks were used in the experiments, it was observed a transfer of perceived quality of the MM to the extension of brand in services, a result different from that found by Aaker and Keller (1990) in extensions of tangible products and also different from those found by Pina, Martinez, Chernatony and Drury (2006) and Völckner et al. (2010) on brand extensions in services.

Figure 10 shows Francisco Antonio Serralvo's network according to the articles in the Bibliographic Portfolio of this research.

Name	Degree of Education	University	State/Country
Dirceu da Silva	Doctorate	USP	SP
Evandro Luiz Lopes	PhD	Uninove	SP
Evange Elias Assis	Doctorate	USP	SP
Marcio Tadeu Furrier	Master	PUC	SP
Onésimo Oliveira Cardoso	Doctorate	<i>Universität Münster-Alemanha</i>	Alemanha
Renato Ferreira Pimenta	Doctorate	Uninove	SP
Vanessa Gabas Garrian	Master	PUC	SP

Figure 10 - Network of the author Francisco Antonio Serralvo

Figure 10 shows that Francisco Antonio Serralvo's network is concentrated in the State of São Paulo. The author made his academic career in São Paulo and is as Director in Management from 2013-2017 of the Faculty of Economics, Administration, Accounting and Actuarial - FEA-PUC-SP.

Figure 11 shows the information of the articles that were selected for this research, in which Francisco Antonio Serralvo was part.

The article The process of building a strong brand that has become popular. The Consul case was published in 2012 by Organizações Contextual Magazine with the objective of analyzing the process of building a strong brand that was popularized by taking advantage of a business opportunity to expand its market, addressing the case of the Consul brand belonging to the Group Whirlpool. The conclusion was that Consul is a brand that has the essential attributes to build a solid brand.

Authors	Article Title
Assis, E. E., Cardoso, O. O. e Serralvo, F. A.	The process of building a strong brand that has become popular. The Consul case.
Garrán, V. G. e Serralvo, F. A.	The influence of visual aspects of packaging on the attitudes formation: A study in the food sector.
Pimenta, R. F., Lopes, E. L., Silva, D. e Serralvo, F. A.	Evaluation of brand extensions: An experimental research in the service sector.
Serralvo, F. A. e Furrier, M. T.	Repositioning of brands: Brazilian case studies.

Figure 11 - Articles published by Francisco Antonio Serralvo in the list of articles chosen for research

The article *The influence of visual aspects of packaging on the formation of attitudes: A study in the food sector* was published in 2012 by the *Journal on Management in Dialogue* with the objective to know the possible influence of the visual characteristics of the food packaging in the formation of consumer attitudes, represented by the cognitive, affective and conative components. The conclusion was that when the companies market their products in packaging with little elaboration and with unattractive visual characteristics, they transmit to the consumer some level of sloppiness and lack of concern with the communication of the product.

The article *Brand Extension Evaluation: An experimental research in the service sector*, was summarized in the approach of Figure 9.

The article *Repositioning branding: Brazilian case study*, was published in 2008 by the *Brazilian Journal of Business Management*, had the objective of deepening the existing knowledge about the process of repositioning brands in the context of marketing management in competitive environments and the conclusion was that the winners of ADVB's Marketing Top in the period from 1999 to 2003 were partially, according to the theoretical models proposed, repositioning brands.

4 FINAL CONSIDERATIONS

The value of the brand is a set of care, creativity and strategy that must be respected since its inception, however it must go hand in hand with the company's mission, vision and values (Aaker & Joachimsthaler, 2002; Tomiya, 2014).

For Kaplan and Northon (2004) Branding is a strong point for the development of companies. These authors consider this measurement as the "Holy Grail" of accounting, since it opens up a competitive advantage in the market.

In the field of Brand Management, it was possible to infer the low number of researchers in Brazil, most of whom contributed with an article, especially with case studies, in an isolated management form. In addition, the main conclusion of this research is related to the low number of interactions among the main researchers when analyzing networks. This result demonstrates the possibility of greater interaction among researchers in the area.

It was concluded that the area of Trademark Management is a niche to be explored by researchers in administration and accounting, mainly in what concerns the Financial area, its impacts and to support the managers of this type of asset.

A limitation of this research refers to the fact that the articles were collected only by Spell's base, with the keyword "brand", not including non-indexed searches in this database or congress. In order to continue this research, it is advisable to appropriate similar methods used here, but in another article base, such as SCIELO, and to use the "brand" theme, but focused on the public sector, since they were not identified articles in this area of knowledge in the portfolio of articles used to complete this research.

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