

The Secret Formula for Getting Rich with Scientific Research using Academic Marketing: Prepare to be Amazed!

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Abstract

Objective: How do internet searches work? Have you ever thought about how things could be different if you marketed your research better? In this editorial, I seek to challenge the more restrictive narrative of scientific production and scientific dissemination by blending theory with practical examples, inviting you, the reader, to try a more targeted digital engagement, turning your research into an open conversation with users in general, not just a monologue confined to the digital shelves of journals, merely accumulating points for CAPES.

Method: Leaving the comfort zone of impersonal, third-person writing, in this editorial, we will dive into the rediscovered art of “selling” research to the public.

Results: I initially unravel the mystery of the search algorithm, with a touch of academic marketing, to spice up the quest for online visibility.

Contributions: Among strategies of Academic Search Engine Optimization (ASEO) and reflections on the reluctance of some academics towards marketing, I propose that we revisit our view of how research can be “sold” to the market. Additionally, I bring some implicit and explicit ideas for research that could be conducted along this line of more effective scientific dissemination.

Keywords: Academic Research. Market. Marketing. ASEO.

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Introduction

In a company, do you develop a product or service and wait for customers to come to you? I believe the answer is no. Unfortunately, Nikola Tesla was one of those who, with a certain exaggeration on my part in telling this story, would open a company and wait for customers to come just because his product was the best

Tesla experienced firsthand the bitterness of oblivion while others capitalized on his innovations, as in the case of the invention of the radio. Tesla was too busy working in the lab, while contemporaries like Thomas Edison mastered the **art of self-promotion** and reaped the fruits on the world's stages. Knowing what happened in the past, nowadays, Tesla might conclude that good promotion of his studies was also part of a researcher's job.

Without a good promotion strategy, many of Tesla's revolutionary inventions remained in obscurity, only to be rediscovered and attributed to others, especially after his death.

In this context, we will always be left with an unanswered question: **what if Tesla had better promoted the "Tesla Tower" and had managed to get investments to fully fund the project?**

Neither you nor I am Nikola Tesla, but we can learn from his mistake by transporting this narrative to the contemporary academic realm: **why, after so much effort invested in research, should we allow our results to lie eternally on the splendid virtual shelves of scientific journals?**

Integrating marketing strategies and Academic Search Engine Optimization (ASEO) in the production and promotion of scientific research is an essential step to increase the reach and impact of scientific work. This editorial will present ideas for practical marketing and ASEO strategies, highlighting how researchers, journals, and other interested professionals can adapt to this "emerging" paradigm to better promote and disseminate their scientific research.

Guerreiro (2022), for example, dealt with the possibility that our academic research, with some exceptions, is ineffective in serving users other than academics themselves. Furthermore, this issue has been raised in other editorials published recently in Brazil, which further increases my challenge of bringing a different point of view. In this line, I recommend reading Broedel and Flores (2021), Bispo (2022), Stede (2022), Andion (2023), and Martins (2023).

After the initial presentation, I divided the editorial into 5 more sections based on questions, namely:

How does research on the internet work?

- In this section, I explain how Google's "algorithm" works and how we can adapt our promotion so that the results of our research can be more easily found by users;

What if you better promote your work and research?

- In this section, I reflect on the "what ifs" accumulated in our academic career due to the lack of adequate promotion and discuss the need for academic marketing to avoid this situation. At the end of the section, I reflect on the reasons behind the lack of academic promotion and how better promotion can lead to a more satisfying career and greater interaction with communities outside the academic environment.

Superior Beings Do Not Need to Sell: Are They Ashamed?!

- In this section, I explore a potential change in perception about some academics who previously saw themselves as superior beings, immune to the needs of promotion and marketing. I address the idea that this stance may be the result of certain professional frustration or a distorted view of the interaction with the "market" (Hakala & Ylijoki, 2001; Lam, 2010; Bentley, Guldbrandsen & Kyvik, 2015). I also discuss the resistance of some academics to promote their research, possibly for fear of being judged by their peers and the "market", and how this resistance can lead to ostracism and the lack of real impact of research in society. The section culminates with an invitation to the reader to think about the importance of being "useful" to society through their research, even if this involves facing judgments and criticisms.

How to Increase the Chance of Making Research More Useful? SEO or ASEO Strategies May Be a Significant Part of the Answer!

- In this section, I discuss the importance and relevance of applying ASEO techniques in the

promotion of academic research. Based on my personal experience with SEO and the transition from academia to the “market”, I explain how researchers and scientific journals can benefit from these strategies to increase the discoverability and visibility of their work in a saturated digital scenario.

What If I Talked More About My Research Before the Definitive Publication?

o Here, you will understand a different point of view on the importance of using personal digital platforms, such as blogs and social networks, to promote and discuss research before its definitive publication (Beel, Gipp & Wilde, 2010; Thewall & Kousha, 2017). I report my personal experience with digital engagement through my blog and social networks, and how this allowed for valuable interactions and feedback on my research. In conclusion, I emphasize that while digital engagement can be challenging due to the critical nature of the internet, it is possible to explore a valuable opportunity for researchers who are willing to take the risk and engage more broadly with the public, in exchange for the possibility of producing better research with more end-user visibility.

Is All Research “Marketable” to the Market?

o In the last section, I reflect on the applicability and “marketability” of research to the market, discussing the initial idea that all research, by definition, should be useful. I explain how this perception can vary among different individuals and fields of study, citing examples from the humanities and finance areas. I consider the possibility that perhaps researchers are directing their work mainly to their academic circles, which may limit the perceived utility and “marketability” of their research to a broader audience. I conclude the section with a discussion on how the perception of utility can influence private research funding, and how this may lead to a circular reasoning cycle regarding the value and applicability of research.

Based on all this, the ultimate goal of this editorial is to make researchers who have not yet disseminated their research or who want to explore their dissemination skills start thinking more critically about these raised issues. Additionally, the more attentive reader will realize that, implicitly, the text contains some research ideas – some of them are explicit.

I sought to write the editorial based on my lifetime experience trying to improve my scientific dissemination skills and based on my experience, especially in the last 5 years closer to companies, having partnered with universities to train the workforce for Research and development (R&D), besides interacting with the financial industry which has been moving towards increasingly using data and scientific evidence in the decision-making process.

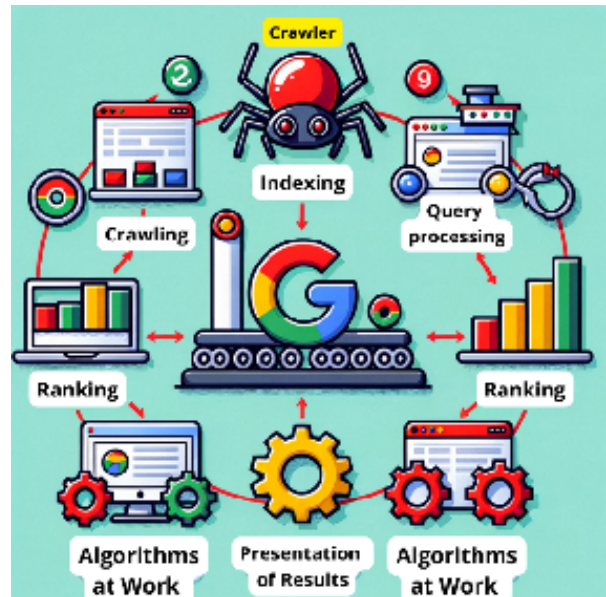
Logically, my experience may not be useful for most people, but I tried to be as generalist as possible, in a way that the editorial is useful for the broader audience.

2. How Does Internet Search Work?

Before delving into more technical and philosophical questions, it’s important to understand, in a general and simplified way, how Google’s search “algorithm” works, to learn to adapt our writing to increase the chances of our articles being discovered.

In the infographic below, prepared by me using the **DALL-E 3** artificial intelligence tool from **ChatGPT Plus**, along with **Canva**, you can find a simplified summary of how internet search works.

Figure 1: Infographic summarizing the operation of internet search.



Source: own elaboration.

The Google search process, used by over 90% of the

world’s population¹, begins with the work of “**crawlers**”, virtual robots that comb the internet collecting information about all available pages. In simple terms, these robots act like a librarian in a library.

When you perform a search (**query**), Google does not just look at the keywords you entered but also tries to understand the **context of your search**, correcting possible spelling mistakes and considering past searches or your current location. After understanding your query, the “algorithm” comes into play, ordering the millions of possible results.

It is said that **Google’s algorithm evaluates more than 200 different factors**, ranging from the relevance of a page’s content to the experience users had on it – including response time if the page is very heavy. In some journals, the page takes many seconds to open, and this is a detractor to the page’s ranking.

Usually, pages that take more than 2 seconds to load end up being penalized by search engine algorithms. The ASAA Journal, which invited me to this editorial, has a **Largest Contentful Paint (LCP)** of 3.7 seconds. This means that for the user to see the main content of the page, they will have to wait 3.7 seconds, and the crawler may get upset about waiting that long. RECFin, a journal from the UFPB Department of Accounting and Finance, where I was once editor-in-chief, has an LCP of 2.3 seconds, being seen more favorably by the crawler.

Now, specifically talking about keywords², they are essential at this stage of the query, helping to filter the results. Once sorted, Google displays the results of your query, showing a variety that may include websites, images, videos, and other types of content – hence the more you talk about your research in more than one medium, the better, including using images.

Additionally, now with a very specific tip for journal editors: there is an important difference regarding the indexing and accessibility of content in text on the journal’s website (HTML) and text in PDF:

- **PDFs are less accessible to search engines** (especially those very nice but very heavy ones);
- **Working on optimization techniques (SEO/ASEO) in a PDF will be a much more limited task.** In the

¹ **GlobalStats**. Retrieved from <https://gs.statcounter.com/search-engine-market-share> on November 2, 2023, at 13:35.

² They don’t necessarily have to be those 5, usually mandatorily defined during the submission of an article. It could just be 1 or 2, which you should distribute well throughout the text to increase the chances of your work being found in a query on that keyword.

text on the site itself, it is possible to optimize the content (using free tools like Yoast), configure meta tags, headers (H1, H2, and H3), images, links, and other factors to improve the journal’s and papers’ positions in the Google ranking; and

· **PDFs are also generally less interactive than normal HTML pages.** Interaction on the page is very important, for Google to understand that the content is good and that the reader is spending more time there and interacting with the page.

Finally, these algorithms are in continuous improvement, represented by the red gears. Therefore, it is always important to stay minimally attentive to SEO trends to adapt to your ASEO strategies.

Do you understand in general terms how internet search works? For a denser introductory read, I suggest the reading of Bell, Gipp, and Wilde (2010).

Now we will reflect on how we can make our research reach more people, benefiting the community in general with our production.

3. What If You Promoted Your Work and Research Better?

How many “what ifs” have you accumulated throughout your academic life? I have gathered several, especially at the beginning of my career, but in recent years I have not limited myself, and that’s why I accepted the invitation to write this editorial, sharing with young (and not so young) researchers some ideas to try to avoid the “what if”, focusing specifically on scientific dissemination – **marketing and Academic Search Engine Optimization (ASEO)**.

In a world where information is widely accessible with the click of a mouse, obscurity is the fate of many scientific research projects – some of which could be incredibly valuable. The academy is no longer an isolated realm; it is a competitive field where visibility could be the key to opportunities not yet explored by academics, whether it be **research funding, consultancies, or interdisciplinary collaborations**.

Academic marketing, still considered **taboo** (Wu, Welch & Huang, 2015), is an urgent necessity. However, **how many academics are equipped with the necessary skills to promote their work beyond the university walls?**

Or, to put it another way, digging deeper into what might

be the root of the issue: **how many educational and research institutions are truly leveraging the power of digital marketing to highlight their contributions to society?**

Or, in parallel: **are educational and research institutions providing tools for scientific dissemination or demonstrating its importance to their new researchers?**

These are rhetorical questions for us to reflect upon and consider whether we can do something to improve this situation, personally, or within our journals or universities.

I believe that if you take a moment to think about it, you will come close to a conclusion similar to this: if you promote your work and your research better, you will receive more respect from the non-academic community, you will open up space for various other academic and non-academic work opportunities that you did not expect before, you will start to interact more with those outside academia, and your research will be much better (Enders, 2013; Bentley, Gulbrandsen & Kyvik, 2015).

That said, **do universities and researchers who are content to just let their papers rest on the online shelves of scientific journals not believe in their research?** That's another hypothesis to investigate.

It could also be that the problem is less complex and due to a single incentive: points at CAPES. Or it could be something more personal, like vanity? Or it might be a combination of these and other factors? We will only know more accurately with the results of research that would be very useful, in my opinion. With the results of such research, one could help researchers, as in **"group therapy"**, to take more risks in the dissemination of their work.

In summary: Perhaps you will not become a millionaire with your research, but money isn't everything! You could be a much happier professional, without the frustrations caused by the repetitive "publish or perish" process and for not having tried something different.

4. Superior Human Beings Don't Need to Sell: Are They Ashamed or Just Protective?

For a long time, many academics considered themselves superior beings, but times have changed, and authoritarianism is no longer acceptable. You may have noticed that the respect for academics has significantly decreased. Part of the blame lies with academia itself,

which seems to be failing to adapt to the new reality of societal expectations (Knepp, 2012; Enders, 2013).

It is astonishing to see professors under the age of 50³ still believing that the "market" is evil and that researchers are like elves doing good for society without expecting anything in return. In his research, Lam (2010) gathered statements from researchers claiming that those engaged in applied research "should not be at the university" as they are not "true academics".

Interestingly, Ambos et al. (2008) found that projects led by younger coordinators, or those who are less traditional or visionary, and who have many citations – indicating the quality of their academic work – generate most of the commercial results at universities.

Some traditional or extremely visionary researchers argue that applied researchers are "more like R&D scientists from big industries" because "they don't write many articles and their goal is to develop tools" (Lam, 2010). On the other hand, visionaries **tend to apply their knowledge less** in solving current societal problems and also tend to receive less external funding (Bentley, Gulbrandsen, & Kyvik, 2015), mainly because they are less engaged with the current issues of potential users of their research.

Many such academics might be professionally frustrated individuals unable to find their place outside the university – a place where they succeeded in a selection process years ago, and which has been their first and only job. Consider the words of a physics professor in this context: universities are selling their souls to the gods of patents (Lam, 2010).

However, some academics may act out of low self-esteem, inflated ego, or to protect their comfortable position of not having to meet the "market's" expectations. Others genuinely avoid industry collaborations to protect basic health research from industry conflicts of interest, which are profit-driven (Hakala & Ylijoki, 2001; Lam, 2010; Bentley, Gulbrandsen, & Kyvik, 2015).

Regarding the issue of the professorship being the first and only job for someone under 50, that is not a problem per se. Harry Markowitz was unemployed when he had the groundbreaking idea for Portfolio Theory – he was "just studying". The problem arises when a professor, inflated with ego and protected by university tenure, preaches to students that the market is evil and that there is no need to engage with the end-users of our research as if his truth

³ Simply because it is a large group with more or less my age.

were absolute

Additionally, some professors still believe that people should blindly accept their authority and expertise (Knepp, 2012). All this combined, I believe that many academics are **“ashamed”** to market their research – I am too. We were trained by some of our academic idols to think this way, that what an academic produces is sacred.

The cost might be ostracism and engaging in research just for the sake of it, without any real impact on people’s lives. **If you are content with accumulating points to meet CAPES requirements, that’s fine.** Perhaps you should not continue reading. However, those of us who train future teachers/professors to be researchers need to be careful not to impose our will on the will of a new researcher in training.

In this context, I invite you to reflect with me on which of the following two situations you prefer:

- A. Being the target of occasional comments from a frustrated, past-bound academic judging you for being a “marketeer”?**; or
- B. No one judging you, but also no one reading and using your research that you worked so hard to complete?**

I choose to face judgment if it means my work will be more useful to society. After all, only those who are doing something potentially important are judged or criticized. **While the judges judge, those who wish to be useful to society are working... to be useful.** What about you, what do you prefer?

This aspect of **“academic marketing”** goes beyond the individual and permeates educational/research institutions, scientific conferences, and academic journals. 20 years ago, the trend towards changes in this direction was already noted in OECD countries (Lancrin, 2006).

Moreover, year after year, it is noticed that conditions for researchers have worsened, at least in Brazil. It is high time that academia began to seek more alternative sources of funding.

In my view, everyone involved in the process of scientific dissemination should take a step back and reflect on this: **what if I publicized my research better?!**

5. How to Increase the Chance of Making Research More Useful? SEO or ASEO Strategies Might Be

a Significant Part of the Answer!

Have you heard of **Search Engine Optimization (SEO)** before reading this editorial? I was already familiar with the term because I’ve been maintaining a blog for over 10 years. However, I started to get more attuned to it when I moved away from the “academy” and towards the “market”⁴.

Researchers and scientific journals are now uniquely positioned to equip themselves with SEO strategies to ensure that their contributions are more easily discovered on digital platforms. **We are no longer in the 2000s**, where one needed to search for papers in the library, in that specific paper format, and we had fewer sources of information. Nowadays, there are countless scientific journals and new ones appear every day⁵.

Optimization for academic search engines, or Academic Search Engine Optimization (ASEO), is not just a trend but an urgent need, given the volume of scientific papers competing globally for the reader’s attention. We need to be not just good researchers but also good promoters of our research so that it has a greater ability to be discovered by our peers and **potential partners, funders, and other users of our final work**, with higher potential for clicks, downloads, and **readers using the results of our work** (Beel, Gipp & Wilde, 2010).

Furthermore, regarding the potential increase in research reach when there is better discoverability, Thelwall and Kousha (2017) found results indicating that papers made available on the academic social network **ResearchGate** attracted a “genuinely new audience”, which can help in finding new partners, funders, and other users of the research outcomes.

In the future, discoverability may even become a determining factor, including in the choice of where to submit an article, considering the researcher’s perspective who wishes to publish their work in a place where it is easier for people to find the material⁶. Scientific journals need to be very attentive to this issue. The idea of a journal having a high discoverability index could serve as a valuable tiebreaker criterion, at the very least.

Incorporating SEO or ASEO strategies during the review process can optimize the article for discovery even before its definitive publication, thereby increasing its visibility

⁴ We are all “the market”, but that is also a topic for another time
⁵ I particularly think the number of journals we have is excessive. And what if we had a process of merging journals?
⁶ Remember what I said about heavy PDFs in section 2?

and impact.

6. What If I Talked More About My Research Before Its Definitive Publication?

“But how can this happen?”, one might wonder. The use of personal digital platforms, such as blogs, websites, and social networks, to promote research is a strategy that I adopt, also recommended by Beel, Gipp, and Wilde (2010), and Thelwall and Kousha (2017) so that search engines can index pages related to the research. With this, I manage to interact with people, collecting their reactions and getting ideas for research and applications to promote other ideas.

Since January 2011, to be more exact, I have been doing scientific dissemination on my blog ContabilidadeMQ⁷ – inspired by my Professor César Augusto Tibúrcio Silva and Professor Orleans Silva Martins. On social networks, I started even earlier, and I use them a lot.

How did a researcher in his twenties, from Paraíba, meet project partners and come closer to the end-user of the research who was usually in the South or Southeast of Brazil? The internet is very democratic, but we need to know how to make ourselves found there and know how to interact with people, without academic jargon, arrogance for being scholars on the subject, or things of the sort, “as equals”. Otherwise, the experience might not be the best, as seen in the famous event known, in the Brazilian Fintwit⁸ in 2018, as **“The Battle of Hedge Fund Managers against Academics”**.

What began as a healthy discussion about whether Ibovespa would or would not outperform CDI in the long run, ended with a widespread and disrespectful fight, publicly on Twitter, between academics, investment fund managers, and stock analysts. Nobody has anything to gain from this.

The Brazilian academic scene also presents other unique challenges, such as the language barrier and the **tendency of limited citations to internationally published papers**⁹, digital marketing strategies may allow us to reach an audience beyond academia and our geographic region.

For instance, to write this editorial, I talked with some

⁷ This is already an application of marketing, indeed.

⁸ Finance community on Twitter.

⁹ It's terrible to know that Brazilian colleagues do not cite papers of other Brazilian colleagues, also to give a greater impression of originality. What a shame!

friends in **WhatsApp** groups and asked for help on my **X (Twitter)** to choose the title, as can be seen in Figure 2. Knowing the final title of the editorial, you can get an idea of how this prior interaction influenced me in preparing the material.

Figure 2: consultation on the title of this Editorial.

Felipe Pontes @FelipePontesPB

I'm finishing writing an editorial for a scientific magazine here in Brazil. The working title is this: **what if we sold our research better to society?**

I'm still not satisfied with the title. Does anyone want to help?

1. INTRODUÇÃO

Numa empresa, você desenvolve um produto ou serviço e espera os clientes chegarem? Acredito que a resposta seja não. Infelizmente, Nikola Tesla era daqueles que, com certo exagero de minha parte, abria a empresa e esperaria os clientes chegarem só porque ele era um gênio.

Tesla vivenciou em primeira mão a amargura do esquecimento enquanto outros capitalizavam suas inovações. Tesla estava muito ocupado trabalhando no laboratório, enquanto contemporâneos como Thomas Edison dominavam a arte da autopromoção e colhiam os frutos nos palcos do mundo. Hoje, dado o nível de inteligência de Tesla, eu imagino que ele saberia que a divulgação mais "comercial" também faz parte do trabalho do pesquisador.

Sem uma boa estratégia de divulgação, as muitas das revolucionárias invenções de Tesla permaneceram na obscuridade, apenas para serem redescobertas e atribuídas a terceiros, especialmente depois de sua morte.

No contexto de Tesla, sempre ficaremos com uma pergunta sem resposta: **e se Tesla tivesse divulgado melhor a "Torre Tesla" e tivesse conseguido investimentos para financiar plenamente o projeto?**

Nem eu e nem você somos Nikola Tesla, mas podemos aprender com o seu erro transportando essa narrativa para o domínio acadêmico: **por que, após muito esforço investido em pesquisas, deveríamos permitir que nossos resultados fiquem deturpados eternamente nas esplêndidas prateleiras virtuais das revistas científicas?**

10:53 AM · November 1, 2023 · 2.496 Views

Tony AC Meadow @toniacprado · Nov 1
How about: "Thinking outside the box". How to bring scientific research to society's knowledge.

Felipe Pontes @FelipePontesPB · Nov 1
Good. But I'm looking for something more "aggressive"/"appealing"

Julio Lopes @eujuliolopes · Nov 1
Selling Science: The Art of 'Se Virá Nos 30' Academic 😊

Felipe Pontes @FelipePontesPB · Nov 1
kkkk good!

Anura Investor @sardinhon · Nov 1
Even if it is a scientific magazine, perhaps a catchy title based on appealing Marketing techniques? It would attract attention and "converse" with your article. Something like: "Do you want to find out how to be a millionaire with science in Brazil? Drag it up!"

Felipe Pontes @FelipePontesPB · Nov 1
Huuuummmmmmm I loved the idea! hahahaha

Gustavo Buquera @BuqueraA · Nov 1
Wow, Tesla was perhaps the most celebrated "scientist" in history. After he sold some patents to JP Morgan and Westinghouse, the banks publicized him too much, he was a multimillionaire and a global celebrity at 36.

Felipe Pontes @FelipePontesPB · Nov 1
For a part of life. But how did he die? Compare him with Thomas Edison, in that sense

Before closing this section, I **issue a warning: it is not easy. It's hard to gain attention on the internet**, it takes persistence because it takes time, and sometimes people are more critical than they would be face-to-face. Doing scientific research is also not easy, but it depends much more on the researcher's work, while engagement on the internet depends not only on the researcher's effort. Go at your own risk, however, as is commonly said in the financial market: **those who do not take risks tell the stories of others.**

7. Is All Research "Marketable" to the Market?

While discussing the idea of this editorial with some friends ¹⁰, a point that I had not thought to address in the text was raised, opening the opportunity to reflect more on the fact(?) that not all research is "marketable" to the market. And, thinking about it, do you know why I hadn't even thought about commenting on this? Because, by definition, research has to be useful.

Why would anyone spend time (a very scarce resource) and sometimes (jokingly) even money on something useless? To be useful, following Bourdieu's line of thought (1975), research needs to have autonomy.

However, with extreme autonomy, there will be no interaction with anyone else, so even autonomy, in my view, has a limit, under the cost of the researcher not having a reason to discuss new ideas. So the hypothesis of uselessness was discarded a priori.

Nevertheless, in these recent dark times for humanity, I have spent time thinking about things like "what is right or wrong", or "why do people want to have children, placing innocents in this chaos"? "Is wanting to have children a selfish thought"?

In other words, what is useful? My research might be useful to me but not to you. Therefore, in this editorial, I take on a utilitarian view, nothing new, that something is useful if it brings benefits or prevents harm to the community or an individual (Bentham, 1789). My research is mainly on finance, the use of accounting information in the capital markets, and investments in general. You may not be interested in this at all, which is a pity, but regardless of your belief or expectation of utility, my research might be useful to someone – at least to me, even if it is just to fulfill

¹⁰ Initially, I named them all. They were not few. But, on second thought, maybe it's better to keep it generalized, for various reasons. Thank you all for the contributions and also for the encouragement.

the points for the CAPES goals¹¹ and not harm anyone¹².

Moving to another perspective, the discussion turned around the **"fact that there is research with no applicability whatsoever"** at this time. For instance, I have difficulty understanding why someone would research what a composer meant with a certain lyric of a song. However, I always get outraged when the song "Há Tempos" by Legião Urbana ends with the iconic phrase "there's a well at home, but the water is very clean".

For me, the song ended without actually finishing. On the other hand, Professor André Domingues dos Santos ¹³went beyond perhaps thinking something was missing in the lyrics and analyzed what Renato Russo meant to say (Oracle, 2014), given that his master's dissertation was about the work of Dorival Caymmi (Santos, 2008) and his doctoral thesis was about the work of Jorge Amado, Antônio Carlos Jobim, Vinícius de Moraes, Caetano Veloso, among others (Santos, 2014).

Conversely, a music area researcher, like Professor André Domingues, might have difficulty understanding what would motivate me to investigate whether linear models of value relevance capture or do not capture what they should (Duarte, Girão & Paulo, 2017). In the end, we return to the heart of the matter: do we have a problem of inadequate dissemination of our research? **Do we only write for ourselves?** And if...

Concluding, I believe that all research has the potential to be "marketable" to the market, although I do not think it is possible to obtain private funding for all projects, because, in addition to the scarcity of resources, this is, once again, a question of perceived utility. **Why would a bank finance research on music?** And there we might be trapped in a problem of circular reasoning.

8. Concluding Remarks

I appreciated what Cochrane (2005) said about whether or not research needs to have a conclusions section: a conclusions section shouldn't be necessary. However, just as it happened with Cochrane, Professor Orleans Martins convinced me to end this editorial with some final considerations.

¹¹ This could be useful for me, but it would not make me happy or professionally fulfilled.

¹² Here comes a cost issue, given that most Brazilian research is financed by the resources of taxpayers. We have to honor and use the resources of the hard-earned money of the Brazilian people well.

¹³ Institute of Humanities, Arts, and Sciences of the Paulo Freire Campus of the Federal University of Southern Bahia.

I would like to stress that I did not necessarily implement all the best practices of ASEO in this editorial, in exchange for more didacticism and fun. The title of the editorial, for instance, is not one of the best, but it also teaches how to think better about the title to highlight the keyword one wants to emphasize. In the coming months, I will publish a practical guide on ASEO for researchers and editors on my SSRN, in case you want to know more.

This illustrates my general conclusion that we should avoid extremes as much as possible, but we should lean towards being more entrepreneurial and less traditional in academia. Our academy needs visionaries and entrepreneurs, but perhaps we are still too visionary. Or maybe I am exaggerating. "You tell me". I do not know the answer, and perhaps no one does, individually, given the different perceptions of utility.

However, I would love to receive a message from you, by email or on social media, with your opinion on the subject of the editorial. If you wish to exchange ideas and experiences, I am also at your disposal. We will continue searching for the secret formula to get rich with scientific research. If we do not succeed, at least we will have a society with maximized utility, or a happier one.

To follow more of my work on scientific dissemination and to interact with me, here are the addresses:

- **SSRN:** https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1712894
- **Twitter:** <https://twitter.com/FelipePontesPB>
- **Instagram:** <https://www.instagram.com/felipepontespb/>
- **LinkedIn:** <https://www.linkedin.com/in/felipepontespb/>
- **ResearchGate:** <https://www.researchgate.net/profile/Luiz-Felipe-Pontes-Girao>

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