

## A CHANGE IN BUSINESS MANAGEMENT — A NEW LOOK IN 1979



The journal *Business Management* is to become the *South African Journal of Business Management* as from 1979. This will mean that the journal, which has been published by the South African Association of Business Management since 1970, will in future be published and distributed by the Bureau for Scientific Publications, and will be the only officially recognized journal in its field in South Africa.

The contents and scientific editing of the Journal will, however, remain the responsibility of the SAABM, and will be handled by the present editor assisted by an enlarged editorial board. The contents will therefore be basically the same, although the Journal will also have a new look as from 1979. Members of the SAABM will continue to receive the Journal as part of their membership privileges.

Probably the most important implication of the "new deal" for authors, readers and South African business in general is the fact that a special effort will be made to promote the international circulation of the Journal. This should attract a larger variety of high-quality papers for publication, and would serve to bring South African research, developments and achievement in business management and related areas to the attention of a larger and international readership.

Both academics and practitioners in the field of business management have an important contribution to make, not only in South and southern Africa, but also in both developing and developed countries in all parts of the world. The unique situation of South Africa in terms of factors such as demographics, population structure, wealth of mineral and other resources, geography, politics and the wide diversity in levels of scientific and economic development, has posed particular problems and challenges to people concerned with business management. Their experience, research and practical approaches could be of value to business managers and business academics elsewhere — and bringing this to the attention of these people could promote mutual cooperation, understanding and experience exchange.

Particularly in the field of management it is essential that theory and practice be constantly brought together, for mutual support and knowledge exchange, and to achieve the fine adjustment between the real life situation and the growing theoretical

knowledge about business life which is essential for progress in both areas. The academics often come with the ideas which the business managers may, or may not, put into practice, and turn into experience and hopefully even profit. Even more could be achieved if academics and managers could get together and work together on projects. This in fact often occurs at our business schools, particularly if students are also mature and experienced managers. It is essential that this cooperation be even further promoted.

Valuable contributions have been made to the understanding, the knowledge and the management of business phenomena and practice in South Africa, by research done by practising and practical business people being tutored by business academics, on the variety of part-time management courses offered by South African universities. In this sense South Africa generally has an advantage over many overseas countries: most of the leading management courses — up to MBL and MBA and even doctoral level — are part-time courses, or at least require previous business experience for admission. This has the effect that students can, and often *must*, apply newly-learnt theory to their work situation. A much more practical approach is also required of lecturers teaching such students, therefore a far larger proportion of lecturers at South African business schools have previous business experience and current business and consulting activities, than is the case at most universities in other countries.

We trust that in its new guise the Journal of Business Management will continue to serve as a forum to promote communication among all people interested in the development of management; that it will increasingly bring together practitioner, researcher and theorist, so that they and their enterprises can benefit from an expansion of their horizons and approaches. We appeal to readers in all parts of southern Africa and in other countries to commit to paper their experience, experiments and expertise, their thoughts and theories, comments and creativity; and to share these with others of similar interests. In this way they will promote both Business Management as a journal, and business management as a discipline and as a profession.