

What do academic research? A content analysis of 'Management Dynamics'

One of the advantages of the publication of academic research is that it contributes to the body of knowledge of a discipline by sharing scientific research findings with academics and other interested individuals or organisations. With the rapid technological advances and the increased pressure on academics to publish, a proliferation of scholarly articles has been witnessed worldwide.

The publication of scholarly work is vital for the creation and distribution of knowledge in any academic discipline. However, only limited published research is available on the status of scholarly management research in South Africa. Results from a journal content review would assist academics to publish in accredited journals, by highlighting current research practices in a leading journal.

One way for practitioners and academics to distinguish between various relevant academic journals for publishing, is to evaluate a journal's status in terms of an objective assessment through a review of published articles. A review process could provide a way to identify the shortcomings, challenges and patterns of a specific research domain. From a managerial point of view, a review is essential also for practitioners who wish to apply reported research findings in their industries and organisations.

How research is conducted is often investigated in journal reviews. Reviews are conducted to ensure the compliance with correct formatting and style features, ethical guidelines and meaningful, contribution to the topic under study.

The management journal *Management Dynamics* states in its editorial policy that academics as well as industry practitioners are encouraged to submit articles. It is clear that the focus is on best-practice in management, and therefore applications of sophisticated management practice, written by managers, is encouraged.

A study was undertaken by [Dr Melanie Wiese](#) and [Prof Yolanda Jordaan](#) (staff members in the [Department of Marketing Management](#)) to conduct a content analysis of articles which appeared in the *Management Dynamics* journal from 2004 to 2011. The study addresses the need that exists for a review of the status of published articles in the management discipline in South Africa, and more specifically for in-depth journal-specific reviews.

The results indicate that journal articles with multiple authors consistently exceeded studies with single authors during the analysis. *Management Dynamics* publishes articles in a wide range of managerially-based disciplines, ranging from management and marketing to operations, information systems and business education. The results show that all disciplines employed non-probability sampling techniques more than any other technique and the most popular data collection method used by authors publishing in *Management Dynamics* was the survey method.

The full reference for this study is:

Wiese, M. and Jordaan, Y. 2012. Content analysis of the research practices in the management journal 'Management Dynamics'. *Management Dynamics*, 21(3):33-47.