

Editorial

Welcome to the first issue of the *Gibaran Journal of Applied Management*. The journal aims to provide a forum for researchers and readers about management in the workplace and is committed to the discovery and application of management principles in the real world. This refereed, online publication aims to inform practitioners, and to enthuse academics and trainers who educate and develop managers. Articles for this journal will typically involve a management situation and may include descriptions and findings of case study or action research and more conventional management research using quantitative methods like surveys, or qualitative methods like focus groups.

Gibaran has a distinctive research culture based on a foundation of work-based learning and research that is focused on **managers in their workplace**. The focus on work-based learning combines the practical interests of management development with the higher education research elements of critical thinking and academic rigour. As such, the journal seeks to include research reports of investigations that focus on the relationships between people and their workplace situations that demonstrate and explain how theory can be applied in practice. An essential characteristic of this research activity is that it is not mere opinion, but leads to argued positions based on carefully collected and analyzed evidence that are published through a peer review process.

This emphasis at Gibaran on **applied research** more commonly uses an inductive rather than deductive approach with particular relevance to practicing managers. This contrasts with mainstream published research from business schools that is generally theory-based.

Gibaran usually conducts research within the realism paradigm or philosophy, aiming at analytic generalization rather than statistical generalization. Because Gibaran's research data emphasizes meaning rather than measurement, its most common methodologies are the niche ones of case research and action research for building theories about managers in their real-world workplace. However, articles that use other methodologies to investigate managers in their workplace are welcome.

We hope that you find the articles in this journal are interesting and relevant additions to your reading list and that the journal will provide an outlet for your peer-reviewed research reports.