

## FROM THE EDITOR

**ADRIANA REJC BUHOVAC**

*University of Ljubljana*



*Dynamic Relationships Management Journal* (DRMJ) is a new semi-annual academic journal featuring theoretical perspectives and empirical research on relationships management and related organizational and management theories. Why do we need another academic journal?

The very first issue of DRMJ that you are now sitting with is opening up a new space for academic debate around organizational/management theories and their practice. Firms, not-for-profit institutions and public administration units are socially constructed. The journal aims to provide global theoretical and practical perspectives on the establishment, development, maintenance and improvement of *relationships*—contacts, connections, interactions, patterns of behavior and networks in these social entities. It is the role of managers to spur and nurture high-quality relationships between interacting employees, groups, teams and whole social entities and thus provide suitable organizational support for their high quality performance. No other journal addresses these perspectives so closely and provocatively. DRMJ will also address other *relationships*-related topics such as organizational structures, rationality assuring processes, and similar organizational phenomena.

This issue forms the agenda for topical issues in this journal. The first article develops a new organisation theory that regards an organisation as a set of dynamic relationships between members of a social unit. This unique, *Slovenian theory of organization* is compared with other 'grand' theories of organisation and theoretical

reasoning and arguments are presented to validate its soundness.

The second article builds upon this new theory of organization. A consideration of *relationships between members* as basic units of organisational analysis elicits the question of which types of relationships are most crucial for attaining the formal social unit's goals. Author discusses five types of goal-related relationships: personnel, motivational, coordinative, communicational, and technical.

The third article draws our attention to seven incorrect and confusing assertions in the organisation literature which continually create problems for students and researchers alike. These *unfortunate beliefs* are provocatively called 'pitfalls'. The author reveals how they can be avoided in scholarly work.

The fourth article opposes the myth of best practice in project management. The author claims that the notion of the best practice approach inevitably suggests that projects are uniform and that project management is an occupation. By applying project management toolkit in a context-related manner, *project management becomes a profession*.

Altogether, a must read.

With this issue, we would like to invite you to contribute to our further debate on relationships management and organizational studies. Article formats can include empirical research, literature reviews, case studies, methodological advances, approaches to teaching, learning and management development, and interviews with prominent executives and scholars.

