

Editorial

Management Dynamics in the Knowledge Economy (MDKE) is a new international journal in the spectrum of management and business field dedicated to stimulate and promote new ideas and perspectives. The turbulent economy with its rapid and unpredictable changes requires new ways of thinking business solutions and organizational management able to provide them. As John Kotter remarked recently, the hierarchical standardized managerial system used so far is not able anymore to offer creative solutions to the new and complex problems of the global markets. A dual managerial system, composed of the hierarchical operational management system and the networking strategic management system should replace the classical one. Moreover, the knowledge economy requires managers to think of knowledge as strategic resources able to contribute to obtain the sustainable competitive advantage.

Throughout history economic thinking and managerial behavior have been subject to change in any society according to the political, social, cultural and economic values of that civilization. For instance in ancient Athens the tremendous increase in population, which was no longer sustainable by local food supplies, led to the development of a complex trading economy, which insured the availability of food necessities largely independent of local agriculture. This in its turn developed a banking system that supported the trading environment. The bankers and traders who created this economy developed an advanced economic thinking and managerial approaches designed to minimize potential losses and maximize their profits. In the modern society, individuals increasingly appreciate not only personal fulfillment, but also community welfare. In this context, voluntarily or not, commercial endeavors are today largely guided by principles associated with social responsibility. The business sector interacts more with the nonprofit one, and even the boundary amongst the two is fluid. Another evolution is that business practices have become in some respects models for nonprofit organizations. All these factors lead to the prosperity of the nonprofit sector, to developed managerial practices and to increased effectiveness. In this context, MDKE also aims at analyzing the complex relationships between economic behavior and changes within contemporary civilization.

We consider the MDKE journal as a platform for all the authors and readers who would like to challenge the managerial establishment, and to promote all these new ideas and perspectives about management dynamics and business creativity in the knowledge economy. We encourage especially the new generation of scholars and managers to enter the competition for decoding the possible futures and to publish papers able to explain and to formulate creative and intelligent solutions.

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