

Review of the Maiden Copy of the *Namibia Journal of Managerial Science (NJMS)*

This review was done by Dr. Tjingaete and published in New Era

The International University of Management is continuing to make progress and new strides into many new frontiers. The latest is the promotion and undertaking of scholarly research and publication. IUM launched its biannual *Namibia Journal of Managerial Sciences (NJMS)* on 13th August 2015. Taking this bold decision to be the first to launch a journal of academic research in Namibia was not easy. The output of that decision has to provide the foundation for intensive and extensive scholarly research and intellectual pursuit in Namibia. It is a long-term commitment to research excellence.

This maiden copy covered a spectrum of topics that are enticing to a social scientist who wants to appreciate the progress that African scholars have made in critiquing their own society, from the African point of view. For a first journal of its kind in Namibia, the glossy cover is not only eye-friendly but the smell of its newness is enticing to open it. The cliché that you should not judge the book by its cover holds true for this journal. The content inside is more revealing of its intention: a shift in Namibia's academic frontier from merely undertaking scholarly research, but to publishing it as well for the local, regional and international students of managerial science. It is professionally designed and edited to make a profound statement to Namibians and international academics that it has arrived in the research market place to stay.

A journal of this standard does not have boundaries both in content and space. It is a flagship that will make Namibian academics proud to become exporters of knowledge about Africa and their own country. It is challenging the orthodoxy that African-based universities cannot generate and harness knowledge and that they are only ordinary transmitters of knowledge imported from Europe and USA. The reviews, reactions and receptions the NJMS have received abroad have contested this stereotype. This ought to Namibians proud of this academic milestone achieved by IUM for the country. The flooding in of regional and international responses following our recent *call for papers for the second edition* is a true measure of the international interest shown in this new journal.

The contributors to the maiden copy are prominent scholars from different institutions who ensured that it is thematically coherent and consistent in filling the gap experienced in impact research by giving birth to a journal mainly focusing on *Managerial Sciences*. The list of contributors includes high profile scholars from the University of Namibia, International University of Management, University of Botswana, Ibrahim

B. Babangida University Lapai of Nigeria and Namibia De Beers Diamond Corporation (NAMDEB). It is pertinent to indicate that of the ten (10) scholarly articles in the first publication, only five (5) are by IUM academics. This is a demonstration of IUM's commitment to collaborate with other academic institution in the stimulation of knowledge through research. As part of its strategy to **stimulate a research culture at IUM**, the Vice-Chancellor is planning to host some of these first contributors sometimes in the near future to present their own papers published in the maiden edition to the public.

Who are these contributors and what specific areas of research did they focus on for this maiden copy?

The first article written by **Dr David R. Namwandi** critically examines why SADC members sometimes fail to integrate the protocols they sign into their national policies. Dr Namwandi being an educationist scrutinizes the challenges that have prevented the Southern African Development Community Protocol on Education and Training (SADC-PET) to be implemented. He concludes that lack of attention to the protocol's objectives has led to poor coordination by member states

Theophilus T. Tshukudu: University of Botswana. The second article *is a must-read piece of writing*, especially for policy makers in the public service. While many people are made to believe that Botswana has made tremendous strides in economic planning, the author laments the poor performance of Botswana Public Service (BPS) in the area of service delivery resulting from the high labour turnout. It asserts that the poor performance has led to a decline in economic growth from an average GDP of 8 per cent to an average of 7.1 per cent between 1990 and 2003. The article offers good dozes of prescriptions needed to improve public service performance in Botswana. This article may provide useful tips to the new Namibian Government Ministers and Accounting Officers who are about to sign their **performance contract** in order to improve *public service delivery* in Namibia. Tshukudu is supported by his colleague at the University of Botswana **Keratilwe Bodilenyane** who in his article in the NJMS writes:

“While Botswana has received accolades as one of the well-governed countries in Africa, the actual public service is degenerating into a negative interface.”

Bodilenyane recommends that Botswana Public Service should take a leaf from religious groups where followers have exhorted the principle or virtue of service to others, purely on moral and religious grounds without any *expectations or extortions*

Professor Earl Taylor presents tips on how to transform Namibia's Human Resource to embrace innovation and entrepreneurial culture. He argues that one should have the creative urge (energy) to be fully functional and entrepreneurial in the working environment. This is a highly intellectual paper that is challenging to human resource practitioners and those engaged in education, training and business services.

Gerson Tjihenua is taking a Marxist approach to deconstruct the impact of globalization on labour and poverty reduction. His writing is reminiscent of that of Herbert Schiller in the early 1970s whose research exposed the exploitative role of the transnational corporations (TNCs) in developing countries. He asserts that the main drivers of globalization are the Multi-National Corporations (MNC) while the main enablers are the World Bank, the IMF and the World Trade Organizations.

Rauna Mwetulundila's article is extraordinary, interesting and amazing. It is an analysis of the device and use of rhetoric and humour in Dudley Vail's cartoons in the Friday edition of The Namibian newspaper. The study reveals that Dudley's political cartoons employ ethos (employed by **Aristotle's rhetorical proof of persuasion**) when the characters who are chastised and cheered at are individuals of high profile in society; people whom the readers are looking at and people who are deemed to have goodwill for the nation at heart. The NJMS editorial was spot-on in selecting this interesting article for its maiden publication.

Prof Rehabeam K. Auala, Erki Haipinge, Fredrika B. Uahengo, Julia Chaka and Jogbeth Kaita; all of them from UNAM, tackle the issue of democratic and participative approaches in managing change in education in Namibia. They consistently ask the questions: *What are the causes of resistance to change in education and how can they be eliminated? Who should be involved in the change process at school?* They conclude that the remedy lies in involving those affected by the change process to participate fully in the decision making, planning, designing and implementation of the change process in order to win the hearts and minds of the stakeholders.

Prof Peter Clement with his vast international experience helped to spice the journal with a Caribbean perspective by critically analysing consumer problems in St. Lucia. In view of the fact that Namibian consumers are not protected by any tangible legislation, apart from the voluntaristic consumer association that are toothless, this article presents alternatives and options that Namibians can learn from. Prof. Clement's study reveals that in a consumer society, the victims are always the rural adults, the uneducated and the extreme poor who are less protected by the system. He recommends a consumer education programme as one of the first step to raise their awareness.

Terhemba Wuam tackles the question of economic production in post-colonial Tivland (Benue State, Nigeria) for the period spanning 1960 until 2000. It is an appraisal of the nature of economic changes that have taken place with specific focus on the decline of export agricultural production. Contrary to the decline in export agriculture, the local (informal) markets emerged to meet the expanding production levels in the agricultural sector. But with the discovery of oil and rapid rate of industrialization, the economy expanded and became modernized. The paper postulates that “building upon the

traditional economic foundations of the pre-colonial era and its capitalist forms, has helped to set in motion the process that resulted in Nigeria's modern economy.

Finally, the last article in the journal is a solid contribution from **Manfred Janik and Lilita Marques** who examines the impact of work relationships and certain job factors on the work engagement of primary school educators in Namibia. The study postulates that positive working relationship and organizational recognition and support enhance an educator's work engagement and organizational commitment. This will prevent a high employment turnover in the education sector in the long run.

Namibia Journal of Managerial Sciences will serve as well-articulated source of influence in the higher education system and knowledge driven economy as envisaged in Vision 2030. It will also provide an opportunity to create new knowledge and to disseminate such knowledge to be more visible and part and parcel of the global knowledge systems. The editorial board of this exciting research journal is already calling papers for the second edition. This call is directed at anyone who wants to get their work published and recognized in this international journal. You should not wait as space is limited.