
Editorial

Tony Gear and Sam Groves

The Business School, University of Glamorgan,
Pontypridd, UK, CF37 1DL
Fax: +44 1443 482380 E-mail: aregear@glam.ac.uk

This issue marks important changes among the editors of *The International Journal of Management & Decision Making* as Gordon Foxall takes over from Leonard Minkes as co-editor.

Leonard Minkes is Emeritus Professor of Business Organisation at the University of Birmingham, and a visiting Professor at the University of Glamorgan Business School, and has been engaged for many years in research into the real-time decision processes of business managers. The behavioural tradition of Simon and others, on which Leonard's work built and continues to build, has come to have a significant influence on the economic analysis of the firm and provides insights into managerial behaviour that are masked by the simplifying assumptions of the neoclassical microeconomic model.

We will let him tell that story himself in his Personal View, due to be published in the next issue of the IJMDM. We are delighted to record his sterling endeavours in the establishment and launch of this journal, especially his success in attracting prestigious authors to submit their work to a new, rather than established, journal. Leonard continues to actively contribute to the Journal in this way as a member of the Editorial Board.

Gordon Foxall has worked with Leonard Minkes on the question of the locus of entrepreneurship in the large firm as well as other strategic issues which they approached from the behavioural economics rather than neoclassical viewpoint. As Gordon takes up the position of Distinguished Research Professor at Cardiff University, he also becomes a co-editor of this journal. His interests these days are principally in marketing and consumer psychology, but he is also engaged in research on corporate behaviour and entrepreneurship. Gordon Foxall has published approximately 20 books and over 250 articles, papers and chapters. Among his books are the best-selling consumer behaviour text (co-authored with Ronald Goldsmith and Stephen Brown) *Consumer Psychology for Marketing*.

We are delighted to welcome him as the new co-editor of the *International Journal of Management & Decision Making*.