

PROVIDE A NEW METHOD MANAGERIAL IN ORDER TO IMPROVE SOCIETY

MAHMOUD SALAHI

Management think tank Osveh, Tehran, IRAN

ABSTRACT

During recent years by getting bigger the societies, a comprehensive management is strongly needed for the progress and prosperity. Since, Aristotle's theory is based on human benefit, despite many achievements in various fields such as health, agriculture and technology, it has failed to bring peace to human life and caused war and social differences. In this paper, a new management style is proposed called Osveh management. Osveh management is proposed based on love which helps humans' society to be managed in an unprofitable human form. In this management style, culture and ethics is considered beside family, ironically, politics, economics and rights which increases peace, trust and regularity in the society.

Keywords: love foundation management, Society-based management, Osveh management, Benefit-based management

INTRODUCTION:

Humans have long and since learned social life, had been requiring the use of management [1]. The family and clan were the first management areas and people had realized that they need a set of rules for a better life imposed on them [2]. As a result from past they have a someone as a tribal chief who have taken management of groups. Becoming more complex and the development of communities and the need for knowledge management, the field for the emergence of Specialists who are familiar with the principles of leadership at communities and different times and to discover and deepen this knowledge with a coherent and logical manner is provided. One glance at the historical process of the development of theory of Management shows that from 5000 years BC to 1834 which relates to the invention of the calculator, many ideas have been proposed in the society management [6]. In this topic, emphasized the necessity of maintain records as a way of controlled by the Sumerians and attention to issues related to the design, planning and control in the construction of Egypt's pyramids are the most basic processes in 5000 and 4000 years BC respectively [7, 8]. Adam smith published wealth of

nations and emphasizes the importance of division of labor and specialization in 1776 AD. Charles Babbage invented the calculator as a trailblazer for modern computers [9].

Weakness of human's modern management

In spite of human developments in the field of welfare, medical, health and technology, there are many aspects that modern human management in them did not well or caused new problems which some of them would mentioned below. The gap between rich and poor throughout the history always was great and in recent centuries has been a lot more. According to Oxfam International Research Institute, half of the world's wealth in the hands of only one percent of people. Also many battles throughout the history have occurred that Based on Henderson Conway research between the years 3500 BC So far 3.5 billion people have lost their lives in these wars. Racism and discrimination of the most salient problems in the system of human management. For example, Hitler was caused the largest World War due to racism that killed 60 million people in the world. Of slavery and the sex trade as the world's third most lucrative trade after arms trade and drugs are another issues related to human management [1-3] ,[6, 8].

Love foundation management

Given the shortcomings of the previous management, in this paper, the love foundation management has been recommended as a new management method. Lack of attention to ethics and will pace in human performance one of the most important shortcomings of the previous management. By considering love concept, the management would be improved according to value of human actions. At the first, the concept of love as a foundation for proposed management method will be introduced as Differentiating factor with other types of management. Then, in the second section, the pillars of proposed love foundation management method would be described.

A. Love concept

Different definition of love can be defined according to this paper. Love can be defined as the desire to object which there is joy when it is understood. Another definition is self-interest in favor of human nature whether it is a sense or Intellectual action. Based on these definitions, we can define three different dimensions of love as:

1. Love to be happy and enjoy
2. Love based on spiritual enjoyment
3. Love based on the Bounty

B. Love characteristics

Love and its growth in human stated considering its three characteristics include:

- Being at the heart: if the Love has any source and truth, with the aspect (dimensional) from human is linked that is called “heart”
- Various levels: Love is an uncertainty phenomenon and has been levels, Means could be have different levels. Naturally, effects and achievements of love and hatred is a function from its strength and weakness
- Was optional: Love is a fact that to the authority manifested in the human and in any way does not accept distraut. Therefore, you cannot be forced anyone to friendship or animosity

C. Effective factors in growth of love

There different parameters that can form love and affect on its growth. But, the most important of them can be categorized in two groups:

1. Knowledge

Generally, knowledge has an effective role in the love formation. In the other word, Love and passion only form according to cognition and Perception. The more knowledge in a matter, more affection has been made about that matter.

2. benefaction and gift

Truly, humans are slave of benefaction. They have been created in such a way that they would be fascinated anyone who goodness them.

D. Psychological effects of love

To apply love in the management, it is necessary to study the effects of psychological of love. It can be proposed in three subjects:

1. Fostering the personality

Love provides various backgrounds for getting moral virtues and reproofing wickedness. In the other hand, humans are always seeking perfection pattern and trying to find proportional response to them. So, love as an effective force in the human psyche, causes an Intellectual development and a transformation in human's insight.

2. Behavior Forming

Loving and tendency are the major reasons for human behaviors. So, love as extraordinary energy can increase his motivation in the community's performance.

3. Friendly and constructive relationship creation

Undoubtedly, human productive and healthy relationship is created in lovely conditions. Without love, relations between humans are formed based on personal benefits. This causes loose connections in the humans' relationship and loneliness feeling in their life.

E. Importance of love foundation management

Love foundation management (Osveh management) is based on love concept. According to this type of management, in this field, different technologies have been formed in unprofitable human behaviors. Encouragement, love and mutual respect are the pillars of this management. The important note in this management is that with love, the humans would finish assigned tasks, seriously, in the best way possible. In fact, in this context, love and human beliefs are two important factors of the organization management. In Osveh management, flexible spirit against rigid rules and responsibility are two influent factors which can increase the efficiency in the organization.

Pillars and aspects of love foundation management

Laws and morality, simultaneously, as pillars of love foundation management, individualizes it other management methods. In the other word, it manages community by applying tenderness besides the strict rules. In addition, by using this view point, the effect of hegemonism in the

management omitted and more empathy would be obtained. In addition, selfish behaviors in high level managers decrease while managers consider future perspective for community.

The most important features of love foundation management are belonging with the people and informing of society status. It means that people don't separate themselves from the government and governor from them, therefore people's hidden power can be used to country's progress.

Government in the love foundation management is more responsible and the governor must be dedicated greater than all managers and other people to the community. Setting various meeting time between managers and people can be obtained without presence of officers. Justice is the most important element of community-based love foundation management. The fact is that all governments have a slogan for justice to reign, but in practice, the opposite has been observed.

If the distance between the people and the government and the oppression of the government to the people increase, the community will be diverted. Justice improves the country and government and oppression destroy them. Justice In this management has all kinds of Justice Between themselves and the people and between people or make right and take the rights of the oppressed from the oppressor.

Since deputies are communicate with the public, the capable assistants who can do the job properly and in hardness time do not alone governs are the necessary conditions. Also, due to position of the Consulted in the progress of the country, help get from experts and avoiding consultation with timid people and greedy and faultfinding are the important points.

CONCLUSION:

Love, emotionally, as a critical pillar in the human psyche has a vital effect in the formation of the managers' personality. It can manage the managers' behavior in the society and organizations and develop the space for improvement in human relations. Love regulates the behaviors, insights and internal tendencies of humans and integrates the managers' characters. The outcome of love foundation management provides higher as a top template facilitates the achievement to higher goals in community development as well as the development of countries.

References

- [1] Likert, R. (1967). The human organization: its management and values.
- [2] Likert, R. (1961). New patterns of management.
- [3] Hill, C., Jones, G., & Schilling, M. (2014). Strategic management: theory: an integrated approach. Cengage Learning.
- [4] Sallis, E. (2014). Total quality management in education. Routledge.
- [5] Daft, R. (2015). Management. Cengage Learning.
- [6] Ando, T., & Ueno, H. (2014). U.S. Patent No. 8,862,429. Washington, DC: U.S. Patent and Trademark Office.
- [7] Terao, T. (2014). U.S. Patent No. 8,700,582. Washington, DC: U.S. Patent and Trademark Office.
- [8] Holling, C. S., & Sundstrom, S. M. (2015). Adaptive Management, a Personal History. In Adaptive Management of Social-Ecological Systems (pp. 11-25). Springer Netherlands.
- [9] Hörnell-Willebrand, M., Willebrand, T., & Smith, A. A. (2014). Seasonal movements and dispersal patterns: implications for recruitment and management of willow ptarmigan (*Lagopus lagopus*). The Journal of Wildlife Management, 78(2), 194-201.