



## SOCIAL PSYCHOLOGY

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Social and psychological management  
in the period of globalization

*Globalization – a complex social process that has pervasive and alter the whole world. Globalization is a process of company management (group identity), that has ambiguous effect. There is a need of control system revision, including social and psychological, for uniform and efficient distribution of «fruits» of globalization.*

**Key words:** globalization, the effects of globalization, management of society, social and psychological control, psychological control.

Globalization – a complex social process that has pervasive and alter the whole world. We talk about globalization, meaning the change of society, life style of people, intensification of the processes, reducing geographical distances [8].

Recently, the concept of «globalization» has become central in economic, political, sociological, psychological and other aspects of society, hence the study on social and psychological control in globalization caused quite objective reasons:

- 1) globalization – the phenomenon of global significance;
- 2) globalization of social systems (political, ideological, socio-cultural, national, etc.) in ethnic groups, social strata, country, etc.;
- 3) the processes of globalization in small social groups (family, work, research, study groups, etc.);
- 4) personal globalization (values, ways of thinking and so on).

As the experience of culture and especially the last global crisis, global civilization is the nature of the global system consisting of subsystems which are in mutual influence at all levels of globalization.

We believe that globalization is a process of company management (group identity) has ambiguous influence, both positive and negative. We describe the effects of globalization, in our view, significantly affecting the company management (group, individual):

- First, the structuring and ordering management system (ordering the various states, social groups and communities);
- Second, the loss of countries included in the process of globalization, their sovereignty, traditional functions of state management of society and economy;
- Third, the change in the life of national mechanisms of societies;



- Fourth, the formation of a «unipolar» world (more powerful countries define the direction of globalization);
- Fifth, the rule of liberal foundations in culture and social life; Sixth, monopolization of information space and information resources, globalization of criminal relations, the usage of terrorism as a policy tool for globalization.

The importance, urgency of management study, including socio-psychological, and the ambiguity of the process of globalization in general, annotated the Nobel laureate in economics Joseph Stiglitz: «... to the benefits of globalization are more evenly, it is necessary, above all, a radical revision of control system, i. e. managerial and supervisory bodies of international economic institutions...» [9].

Problems of social and psychological control in the period of globalization associated with the process, during which blur the boundaries of social and cultural systems, turning the world into a coherent whole. Globalization opens borders, not only for trade, financial, political, and other flows, enlarging multinational corporations, but also inevitably dictates a fresh look at management processes, including social, psychological, individual, group, society, changing the ways, methods and management techniques.

Of all the relationships that bind the individual company in a single system, we has identified the socio-psychological, namely the social and psychological control for detailed disclosure. The choice of the subject of our analysis due to the fact that social and psychological relations of globalization influence on all characteristics (economic, cultural, political, environmental, etc.) of globalization as a phenomenon of global importance. Social and psychological aspects, ranging from the personal level of globalization and ending with the world, are significant because the relationship between people, communities in today's world like never intensely dense and difficult. To draw attention to the integrity of the world due to the socio-psychological tendencies associated with the development of the individual, society is worthy of scientific attention because it is directly related to the situation in the modern world. The problem of psychological control has attracted the attention of scholars and practitioners all over the world, including scientists from Russia.

In czarist Russia, Soviet Union, the first years of its existence, dominated psychologists of humanistic direction. In particular, much attention they paid to psychological recovery of the Russian people and the scientific organization of labor.

Later, an appeal to psychological aspects of management has been associated with the NOT movement and explosion of public interest in engineering psychology.

One of the modern classics of the national psychology, B.F. Lomov pointed out that the usage of the achievements of psychology «in social practice is essential to increase productivity and improve the quality of work, efficiency in production and management, development, engineering and technology, improve public relations, improve the quality of ideological work, education and training of new people, forming a new man» [2]. It was stressed that the practical, the final form of psychological



research should be the process of change, impact, optimizing specific activity, communication, management, operation of the organization in its broadest sense.

The present stage of psychological control may be called integrative, since it includes a number of different and seemingly mutually contradictory concepts, transforming the art of management in some art, which, however, can and should be learnt.

Domestic economists, philosophers, lawyers, sociologists, psychologists (A.G. Aganbegyan, V.G. Afanasyev, D.M. Gvishiani, A.V. Karpov, A.I. Kitov, Gavriil Popov, V.F. Rubakhin, A. Filippov, and others) have made significant contributions to the theory of control process of society and its economy functioning. They opened the integrative nature of management, including such aspects as political, economic, organizational, technical, administrative, legal, social, psychological, etc.

These aspects are represented in different proportions in all major levels of government, society as a whole branch of industry, region, association, company, and team.

Aspects of management – is a kind of abstractions. Most of the practical problems of management are integrative. In the real management all the features inherent in managing of any organization, are intertwined in various aspects, interact and influence each other.

Selection of aspects is advisable only for in-depth theoretical analysis of the problems. We have considered only one aspect of management – the psychological, which is inevitably linked to social, as control object – a society, organization, group, etc.

Such an integrative approach to psychological control, as the unification of various aspects, methods, techniques, approaches, regulations, etc. to ensure the process of «constructive» movement of psychological knowledge, is associated with its usage in practice is new and relevant to the current state of psychological Russian science.

In our country there were many interesting publications on social and psychological problems of management. Due to the researches of O.I. Zotova, A.L. Zhuravlev, Y.S. Kuzmin, V. Mikheev, A.L. Svetsitsky, A.V. Filippov, and several others was formed the original theory of social control. It is based on three methodological conclusions:

- 1) social control is an important structural element of economic management system;
- 2) a necessary condition for social development and self-organization;
- 3) social control is a specific management activity.

Considering the complexity, integrative, global psychological control, we will review those aspects which are more influenced by the effectiveness of management activities and have a theoretical and practical importance.

Theme of social and psychological relations, in particular social and psychological control in the period of globalization – as a complex socio-psychological phenomenon – is not sufficiently studied by scientific community. In a socialist society theme was not touched at all for ideological reasons, during perestroika and post-perestroika



periods this theme was not revealed because of the immaturity of the scientific potential of the methodological and intellectual resources [7].

Thus, the theme of social and psychological relations, in particular social and psychological control in the period of globalization, attract us for several reasons: 1) a small elaboration in science; 2) huge social significance of the problem; 3) the urgent need to study the social and psychological phenomena, in particular the social and psychological control in a section of the globalization process. The need for a general theory, methodology, and building technology, concrete and practical methods which allow on social and psychological level to manage the process of globalization in the society.

We can responsibly say that, despite the huge abundance of world literature on management, virtually every modern Russian leader of each organization especially in times of globalization is constantly in need of science-based recommendations and advice in the formulation, adoption and implementation of their management decisions.

Global change processes in society suppose getting a large number of empirical materials. We believe that only a scientific basis is only possible in their ordering. Today most depends on social psychology, including its mobility. Quick response to changes in science, in our opinion, is the key to successful development of society as a whole, although the relevance of «products» of social psychology does not comply with this reality.

Psychologist K.K. Platonov wrote that the twenty-first century will be careful client and consumer of psychological services, providing integrative management needs in the areas of economics, politics, law, and, of course, the organization of production. In our view, the period of globalization provides maximum opportunities to scientists and the public for enrichment and innovation.

We believe that the formulation and solution of real problems of social management, group, individual, in terms of the role of human factors and psychology, and timely processing of baggage psychology, can organize and optimize management of the organization during the period of globalization.

At present psychology of management exists all over the world as an authoritative and relatively independent sphere, it is widely carried out scientific researches and special studies in the indicated direction.

In our opinion, up-to-date is the problem of determining the selection of concepts, creating a system of concepts to plan and execute a specific application for real psychological study for managerial tasks, which in the period of globalization are changing rapidly, and sometimes are acute. We believe that «psychological management» which is defined in the recent works of Vladimir Novikov, J.M. Zabrodin, and their colleagues and students, meets the applied nature of psychological research during the period of globalization.

According to J.M. Zabrodina psychological management is the practical embodiment of scientific knowledge in the actions and recommendations of psychologists,



when knowledge and methods are available in fundamental and applied fields of psychology, and are used to generate real effects of management [1]. B.F. Lomov, G.M. Manuilov, V. Novikov and others have perceived psychological control as a new research area in psychology, management, designed to solve practical problems [2, 3, 4].

As noted by many scholars in recent years in almost all civilized countries soared interest for researchers in different fields of science and practice for the so-called economic behavior of people. This complex concept combines a wide spectrum of manifestations of individual and group activity aimed at production of wealth and consumption in specific socio-economic conditions. And it is human behavior which has been the subject of psychology.

For obvious reasons, a special interest in contemporary psychology, Russian, in particular, is that part of the study of economic behavior that is associated with the business.

Market relations have become basic to the country, and Russia turned to a capitalist economy, the market became open to the global economic system. Consequence of which is changing the relationship of people, socio-psychological climate of the entire Russian society, and each of its components.

Open and very active movements in Russia, as enough sovereign and civilized, multilaterally developed country, has put forward to replace the old socio-political and socio-economic stratum of new administrative staff of managers and entrepreneurs. It is up to them now depends on the development of manufacturing and its infrastructure, employment of people and their welfare, and, ultimately, and satisfaction with life itself.

In the period of globalization, entrepreneurs are not simply a reality of a new post-Soviet Russia, but increasingly determine its fate, as they take many crucial economic decisions. Today's entrepreneurs are less conservative than managers of state enterprises, they use other control methods which are primarily based on knowledge of psychology (V. Marchenko, Vladimir Novikov, A.L. Svetsitsky, V.A. Bodrov, A.L. Zhuravlev, A.N. Lebedev, etc).

J. Zabrodin and V. Novikov noted lack of methodical study of forms and methods for usage psychological methods, emphasize the need to bring the methodology to justify such form that would «work» in real life, and, therefore, would cease to be a «psychological» and would become a real social, interpersonal, legal and other relations «[6].

At the same time it should be noted that the importance of psychological management is increasing due to globalization, which carry psycho-social personality changes of groups and society.

Based on the foregoing, it is necessary to analyze and integrate the experience of psychological science in solving practical economic, managerial and other problems of previous years: first, to identify with all the complexity of crisis and current state of society in the global financial crisis, its "request" or unstated in scientific concepts need for development of this psychological problems of management; second, to



identify possibilities of psychological science, which it has at the present stage of the theoretical and the practical formulation of the problem of psychological control and its solution.

This problem is in all its complexity fundamental and specific character, and yet nobody has solved it. But its decision is not possible only through the application of established psychological knowledge and experience to the methods of modern social control. It is necessary to study new economic, political and administrative processes and methods in the form in which they were formed, so at this time to optimize them in a scientific manner.

Real life in recent years of the XXI century has revealed a number of serious difficulties arising from the expansion of market relations in society. Analysis of these difficulties can identify a number of factors and mechanisms such as the administrative, legal, technical, technological, organizational, economic, and socio-psychological nature, which can be accounted for and used in Russia and elsewhere. Thus, the topic of purposeful usage of psychological and socio-psychological mechanisms in order to design new or further developed for existing organizations is not only highly relevant, but also quite productive.

The identification of these factors and mechanisms has served as the basis of the practice of psychological control and, in particular, an integrative organizational labor design and management in some industries [7].

It is important not only practical, but also well conceived and scientific discussion of the problem. The latter becomes clear if we consider that any manufacturing organization can be considered at the same time as the subject of joint activities, such as psycho-social group of a certain level of development, and as a sphere of «self-realization» of the individual.

We are talking about the possibilities of further deepening the theoretical development of a number of important problems of general and social psychology, based on the development direction of psychological control in globalization. Today, at the same time we ask about the place of psychological control in the psychological sciences and the relation to social control.

Modern psychology is not simply included with its recommendations in a real system of governance. Along with the description, explanation, understanding it becomes increasingly important such function such as the psychological science management – that is, the systematic application of psychological knowledge in the development and implementation of real action control, it is necessary to move from analysis of the objects to their synthesis – that is, designing structure and function of socio-economic facilities with regard to psychological patterns, mechanisms, and factors of their genesis, operation and development [5].

Thus, a new direction, «Psychology of Management» is quite different reveals the concept of «management» and its connection with real social control: the latter is based on the administrative function of psychology, which simulates the real objective way to manage on the basis of psychological patterns.



One of the most important features of market relations is an acute need to increase economic growth, which, by itself, does not occur, even in independence and responsibility of manufacturing companies.

The experience gained through interaction with the general theory of psychology and sociology of organizations, based on the positions of the systems approach, has demonstrated the fruitfulness of considering the enterprise as a productive organization, which allowed to set some theoretical topics, identify some patterns and formulate recommendations.

Thus, globalization, being a trend of modern society, turns the mankind into social cohesion, requiring new ways of management, including psychological.

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