

THE NEED OF PHILOSOPHY IN THE ROMANIAN MANAGEMENT

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Abstract: *The philosophical approach of the different aspects and issues of the managerial reality proves, under the new economic market conditions, not only possible but also very efficient. Lately, the theoreticians and the practitioners in management turn more and more to philosophy in order to enlarge and understand the philosophical vision, to introduce more directly on the way of the real problems of the Romanian companies' management, that of economic, social and ecological efficiency.*

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1. The object and problems of the managerial philosophy

1.1. The convergence between philosophy and management

The management has conquered along two generations and today, it is one of the very few institutions not contested anywhere in the world. The management problems constitute an acute imperative, being able to determine failure or success of applying an economic mechanism. Such activities, resolving such problems, solicit intensely the philosophical component of management. Therefore, the Romanian management theoreticians and practitioners have become aware of the fact that the managerial philosophy can be a study object, represents a discipline that can be learnt, developed and improved and researched.

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There is no doubt that the interest in studying the convergence between philosophy and management is a product of the logics of maximizing the profit, and the managerial philosophy is entitled to the scientific and theoretic status. The managerial philosophy, as theory and practice, is in fact a scientific way of resolving the problems by the leadership under the conditions of complexity, interdependency and changes that characterize the modern dynamic world.

1.2 The object of the managerial philosophy

Branch of philosophy, the managerial philosophy has as its object the philosophical phenomena connected with the relations and interrelations of the managers with saving the company, their behaviors in the managerial field, their influence over the managers and their reactions, of the managerial teams, of the employees and the environment factors of the company. In concrete, this is about the individual, the collective and the group spiritual-philosophical phenomena that appear from the communication and interaction of the participants in the managerial act and it manifests itself in conceptions, motivations, attitudes, beliefs, opinions, behaviors, mentalities, traditions, spirit status, feelings.

The central object of the managerial philosophy is represented by outlining a coherent image of the company's management, of its role and place in increasing profitability and economic, social and ecological efficiency.

A large field of activities opens also regarding the original experience of active participation of managers in the process of restructuring the Romanian economy.

Under the aspect of content, the managerial philosophy appears as an assembly of principles, values, beliefs and convictions referring to the way in which the organization wishes to function, to organize and unfold its business in accordance to the interests of its shareholders, with the ethic and life of the organization; at the same time it contains the vision oriented towards the long-term development of the organization.

Under the aspect of the managerial philosophy influence, this exerts over the decision adopted by the owner and managers and over the actions that unfold in accordance with the organizational values.

A special place in the managerial process is held by the marketing management philosophy oriented towards analyses and satisfying the

consumers, directing the resources to produce the products and services wanted by the consumers and adapting them according to the consumers' changes and requirements.

Another major direction of the managerial philosophy is represented by the managerial behavior which has to respect the ethical components, respectively the moral principles found in the human actions, reasons and reasoning.

On this conceptual fond, determining the object of the managerial philosophy starts from the idea that sum of the managerial actions can describe the development of the managerial process. The study sphere of the managerial philosophy enlarges its dimensions by the fact that, closely related to the managerial process, the management is analyzed as subject of the managerial philosophy.

2. The role and functions of the managerial philosophy

Any company, regardless its profile, has a certain structure created to ensure the functions and the activities necessary to achieve the proposed goal. The whole activity of the company is unfolded by people having their own individual philosophy, as well as collective and social philosophy, and therefore within it there appears a necessity, a specific dimension – the philosophical dimension, irreducible to organizational, technical, economic, ecological, social or judicial one. Therefore, it is justified that the managerial science reserves within its perimeter a prime place to the managerial relations, philosophical phenomena that appear inside these.

In its essence, the managerial philosophy constitutes an interference domain of the philosophical science with the managerial one, a domain where the theoretical and practical knowledge of philosophy and management meet. The philosophical research in management consists in reporting each studied phenomenon to the philosophical life in its essence, the correct examination of each part of the respective phenomenon and of its reports with the managerial phenomenon. For this, the large documentation of the philosophical problems implied by the management, it is necessary, a multilateral and multidisciplinary implication of the managerial and philosophical knowledge. Therefore the unique sense of analyzing is to form a clear conscience of the manager towards his profession.

The managerial philosophy can also constitute an important support, indispensable in the contemporary époque, for the scientific foundation of the whole strategy of the company. In this respect, the managerial philosophy has to orient itself today necessary and primarily towards the study and elaboration of the general and functional strategies, of evaluating the processes, the situations and the managerial events.

3. The dimensions and the philosophical implications of the managerial process

From the philosophical point of view, the necessity of studying the managerial process is emphasized by the remarkable growth of the human factor's role in exercising the management in the era of the technical-scientific progress. On the other hand, the managerial theory, implied in studying the dynamic features, intensifies and develops these activities.

In the managerial philosophy, the managerial process occupies a special place. While the mechanism characterizes the fundamental skeleton of the enterprise's management system, and the structure, the component elements of this system and their common relations, the managerial process characterizes the managerial system completely and complexly. Its complete nature is found in the concept of notion, in its essence and content, in the own features.

Unlike the execution process where the working force in the enterprise acts on the working objects through the working means, the managerial process is characterized by the fact that one part of the working force acts on the other majoritarian in order to attract it in an organized way for realizing the objectives of the economic unit. The managerial process represents an assembly of interventions by which the manager provisions, organizes, coordinates, takes decisions and controls the activity of his employees in order to achieve the objectives of the enterprise under the profitability and social usefulness conditions.

In every enterprise, the managerial process is given by the totality of the stages, phases and working processes through which the objectives of the unit are established and of its organizational sub-systems, the necessary working processes and those planned for their achievement, as well as those established to execute the measures to achieve them in profitable conditions.

The essence of the managerial process consists in concentrating the human efforts to coordinate the common work. This effort takes place in time and space and realizes under the form of some necessary combinations, determined by division and cooperation of managerial work.

Summing up numerous apparitions grouped in phases, the managerial process has a specific content, which depends on the main duties that the enterprise is facing. They can be metaphorical, functional, economical, organizational, social and informational.

The philosophical component of the managerial process reveals the spiritual status of the participants in the management of the enterprise, their motivation, the habits and the stereotypes of their thinking. Here, the problem of the participation appears, as action of the philosophical resources of those involved in the participative management.

The managerial process has a large acting sphere, including the technical-organizational side of the enterprise and the philosophical-managerial one, which are approached in a closed interdependency, the first one being determined and dependent on the second one.

4. The philosophical-managerial factors in the strategic vision in organizing the company

In the managerial philosophy, the strategic vision, generally, and that referring to the development of the company, specially, occupies a special place. Through it, the competitiveness of the companies is ensured, regardless their nature and size. The strategic vision distinguishes and defines the long term goals and objectives of the enterprise and the means to be applied in order to achieve them, as well as allocating the necessary resources.

The philosophical-managerial content of the strategic vision refers to the involvement in the determination process of the influencing factors of the growth vector, in investigating the competitive advantage and in influencing the synergy.

In the innovative process, as well as in the diversification actions of the products, numerous components of managerial philosophy appear. A system of interests is outlined, generated mainly by the way of allocating the economical and financial means and of which solving needs a philosophical-managerial fundament. Other moments appear, such as contradictions among the economical units, mainly in the activity process changes, namely breaking

the contractual provisions (quantities, quality, deadlines), the contradiction between the individual working time of one enterprise and the individual time of the other units in the process of price forming.

Alongside innovation, there are other focusing domains of the strategic vision: structuring according to the economical, social and ecological efficiency, remodeling the philosophical-managerial system, research, development, innovation of the company, ensuring the total quality etc. According to the specific of the above mentioned domains, in order to elaborate the strategic vision, the manager has to appeal to the managerial-philosophical recommendations.

5. Conclusions

The essential thing in applying the managerial philosophy in the enterprise's life consists in its basic conception, namely that the investigations and the applications of the managerial philosophy seem to be an ameliorating instrument of the company's management and of increasing the productivity of the unit. In a unified language by the specific terminology, the managerial philosophy addresses the managers, offering the necessary notions for the overall orientation in the field of managerial philosophy.

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