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BEHAVIORAL SCIENCES IN MANAGEMENT
Behavioral sciences in management

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Resumen: La gestión en un sistema u organización se planifica e implementa adecuadamente sólo cuando los conceptos de las ciencias antropológicas y del comportamiento se expresan deseablemente en la estructura de la gestión de esa institución, es decir, el conocimiento del comportamiento basado en qué individuos son los recursos de trabajo y gestionan el sistema . Es necesario analizar y abordar las dimensiones humanas desde diferentes ángulos para planificar y gestionar correctamente un sistema basado en un comportamiento estándar y una organización adecuada. Además de ser conscientes de las estructuras de gestión científica en el proceso de gestión de cualquier organización, la importancia de otras partes de la gestión, tales como la gestión del conocimiento, gestión organizativa, gestión del comportamiento, gestión industrial, etc debe ser alineado con el software de gestión de conocimientos. Reconocer y comprender la naturaleza del comportamiento individual en un sistema, y la selección planificada y la implementación de un comportamiento organizacional consistente con los ideales de la psicología del comportamiento es el paso más fundamental en el desarrollo gerencial. Al examinar el desempeño de los sistemas de gestión exitosos, se puede reconocer el papel principal del individuo y las reglas de conducta que lo gobiernan en la calidad de la eficiencia del trabajo.

Palabras clave: gestión, ciencia del comportamiento, comportamiento en la gestión, organización

Abstract: Management in a system or organization is properly planned and implemented only when the concepts of anthropological and behavioral sciences are desirably expressed in the structure of the management of that institution i.e. the behavioral knowledge based on which individuals are the work resources and manage the system. It is necessary to analyze and address human dimensions from different angles in order to correctly plan and manage a system based on a standard behavior and proper organization. In addition to being aware of the scientific management structures in the process of managing any organization, giving importance to other parts of management such as knowledge management, organizational management, behavioral management, industrial management, etc. should be aligned with management software knowledge. Recognizing and understanding the nature of individual behavior in a system, and planned selection and implementation of an organizational behavior consistent with the ideals of behavioral psychology is the most fundamental step in managerial development. By examining the performance of successful management systems, one can recognize the main role of the individual and the rules of conduct governing him in the quality of work efficiency.

Keywords: management, behavioral science, behavior in management, organization

1. INTRODUCTION

There are some criteria considered for the desirability of the management structure of an organization; in other words, the management of an organization will be valuable when the results of its performance are positive and constructive, that is, the optimal working return is considered a valid criterion and indicator for the managerial capacity of a system. However, when the returns are mentioned desired, it means to give importance to all the angles of a successful result. So if the efficiency of an organization is improved by weakening human resources and harming them, this efficiency is not considered desirable because they have been damaged in order to achieve a goal, and this is a kind of management weakness and lack of attention to behavioral science in management.

2. STATEMENT OF THE PROBLEM

The effort and purpose of each working system is to succeed. However, first, success needs to be properly defined so that it can be planned in the right direction. Basically, management is defined for a system, and usually each working system has its own goals and plans, and acts according to those goals and plans, and, of course, desirable and undesirable results will also be observed on the returns of that system. Organizations and institutions that are more productive and successful than other institutions, in line with their goals and

actions, have been more appropriate in correct expression of the management theory. There exist a bulk of elements that play a role in a proper performance and accomplishment of a good result in a system. Having work-related ideas, conscious efforts, knowledge of management science, expert human resources, and many other factors determine the success of an organization. Behavioral science is also part of the dimension of a management system that a proper management should be aware of and understand its effective role so that effective components in the management structure of a system influenced by the standard behavioral sciences could act properly, could form a healthy managerial system and lead to positive work results when it comes to effective management knowledge.

3. DESIGN OF THE PROBLEM

Behavioral sciences are based on sciences such as psychology, sociology, ontology, behavioral philosophy, etc. Accordingly, behavioral science is science which defines a form and structure for behaviors relying on other related sciences and that how to make management better and healthier relying on this science. This is called behavioral science in management. Obviously, every behavior has a cause and purpose, and a result. Therefore, in a system and an organization, some goals are specified for the members. A set of behaviors and actions is also indicated as an instruction or plan. Depending on the way an institution works, such

organizational behaviors take on different structures. So, if we want to address behavioral science in management, we must examine it in two dimensions: first, from the viewpoint of the individual and the human resources of an institution, and from the behavioral pattern of the institution, or so-called organizational behavior. This is because behavior is not just about the individual; a regular pragmatic structure is also a behavior that is expressed by a working system, such as a regular organization. In general, behavior is a set of reactions that are for a particular purpose. Naturally, if the behavior is standard or principled, the desired result or the desired target for which the behavior was planned will be achieved. In the absence of standard behavior, the system cannot function properly and the result will not be desirable too. (Saber, A. 2017)

3.1. Management practices

If the management system is expressed in three sections, one part of that is the person or those who manage the organization as the director of the organization, another part includes the members and individuals who are under the supervision of the management team, and the last part is the working structure of the organization. Therefore, behavioral management should affect these three areas or have specific behavioral plans. Parts one and two are related to individuals and human management and the other part is related to the system or structure and behavior of an organization called organizational management. Managing is the main task of a manager and a managerial system. The issue that when this management is properly done and prosperous pertains to behavioral knowledge i.e. what knowledge and expertise are taken into account in selecting individuals, talents and abilities, goals, etc. (Saber, A. 2017)

In order to be able to properly manage an organization, in the human resource part, we need to highlight all the effective elements in a resultant process. First of all, the goal of a particular organization must be determined to be able to plan for it, or to direct the working process by management. When the goal is identified, we need to manage the two major parts i.e. how to manage

and direct people and how to make the program or agenda for the organization.

3.2. Behavioral Sciences in Human Management

As noted above, human management is both manager-related and member-related, which can be managed in a variety of ways in managerial forms; however, this is almost a general structure, in that it allows a group of members to choose the board of directors and the board of directors to choose CEO, and this group, by identifying the right people and adopting healthy behaviors, performs a human management approach to the management of the system. If a manager seeks to set up an institution that engages some people in their work suite, or if an organization asks one person as a manager or chooses to be elected as a manager, in all different types, the role of the director will be important. In fact, we define the system or organization in the way that some people are working with the management of a person or people despite the fact that e-technology and cyberspace have transformed some of these management practices. Therefore, the manager should be competent and expert and have a knowledge that understands the nature of management and benefits from different specializations for better management. (Saber, A. 2017).

If we restrict this specialty to be more specific in terms of behavior, the behavior or behavior program that a manager defines for the association of members of a system should be standard and in accordance with legal, ethical and religious laws, so that all aspects are examined and the members are not humanly harmed by the organization and others. Definitely, benefiting from the knowledge of psychology, sociology, rights, and reliance on religious orders is one of the factors influencing the adoption of healthy behaviors in an institution. Behavioral laws must be defined both for the manager and the members in a manner in which the manager must fulfill his human responsibility in the best way, care about the rights and personality of the people and give them what they should be given to, and give them the facilities in the right way. When the manager does his human and managerial leadership in the best way, in return, the members

must act in accordance with the objectives of the organization and display desirable behavioral and human rules; in the event of an offense with each of the sections, the members must be treated in a serious manner so that the system can properly process their work. In this process, the manager and the members complements each other and the system or institution's purpose is being implemented. Human behavior in an organization is very important. Individuals even affect one another in the family. Healthy and unhealthy behaviors of others have their own effects, and this is an important issue. They must learn behavioral knowledge and correct bad and annoying behaviors. The aim of any ethical and religious science is to care for intellectual and moral development, and that humans should enjoy a healthy attitude. In this way, they must strive to acquire knowledge. Therefore, in addition to the importance of management behavior, if people are properly cultivated in the right way, they will certainly respect human values and will be right in every organization or institution and a human system. Part of the growth of people is related to the cultural structures of society, that is, if we talk about management in a more general sense, in order to manage a country, we need to plan on the basis of human values and spirituality, laying out scientific plans and ideas for the development and intellectual development of the community. If these plans are made in a general level, it is obvious that other sections of the community will be more successful as healthy people are the best resources for the goals of the organization and institutions and that relying on healthy people, we can realize the other goals of an organization and society.

3.3. Behavioral Sciences in Organizational Management

The importance of developing people in accordance with behavioral principles was mentioned in the previous section. In order to complete the correct management and standard of a system, this management must be implemented in the organizational sector in the correct manner so that the proper management process is formed. Organizational management includes regular and

scientific work orders and programs expressed in terms of management and the goal of an organization that plans to work that will do the right thing. Relying on knowledge management, industrial management, etc. organizational management also suggests ways and methods; however, what matters in organizational management is principled planning. That is, having a work plan or a charter that the members and the system operate according to it. A desirable work plan is a plan that will both provide members with the facilities and make the members strive to accomplish the goals, and this will be possible when to organizational management is seen in a specialized manner. Being up-to-date and having management skills and familiarity with other effective knowledge in a standardized organizational behavior are the elements of importance. (Saber, A. 2017)

Organizational behavior gives a more coherent structure to individual behavior, that is, one must know and learn that he is a member of a system, and that his behavior must contribute to the functioning of the system, and that he must also be aware that his malfunctioning is detrimental to the system, the organization, the institution, etc. If we seek to define an organizational behavior for an institution, then we should point out to various factors including what is the purpose of the system, how much effort should be planned, what kind of person is suitable for this institution, how reactions should be, work time and off time must be regular, communication and interaction must be properly defined, and computer knowledge and intelligence building must be taken into account. When this set of elements is examined and according to which a work plan is expressed that the organization operates on the basis of a program, then an organization is formed and, of course, its implementation is raised in organizational management or organizational management behavior. Overall, the objective of organizational management is to take advantage of diverse sciences such as psychology, economics, management, law, etc. to provide better solutions to society for better prosperity and security. Meanwhile, society changes along with the growth

of technology and requires different science to have relations with each other to plan more desirable programs and provide a safe and standard environment for individuals.

3.4. Security in management

Security is an important concept. In a working system, a social institution or organization, people must work feeling secure, and the systems must also trust in the people. It is in the light of such security that the path to action by individuals and the path by the organization keep pace with each other to reach the ultimate goal. Security is defined based on the organizational structure, that is, if the behavior or structure of a system is defined in a way that is considered to be secure, then, naturally, individuals tend to operate in such an institution, and this is a point for recruiting, and since security is an important concept both for individuals and for organizations, when organizations focus on security issues in their programs, other parts of the system will also work in the right direction. Security can be defined in electronic systems, in communication between individuals, in working with different means, in the work environment, and many other things that can be defined and classified according to the type of activity of organizations.

4. DISCUSSION AND CONCLUSION

Communities, institutions and organizations are thinking of taking advantage of more facilities and

giving better prosperity. Basically, this is also the goal of life, and it is the pursuit of such goal that results in the use and application of science. Part of management practices is related to management science. Therefore, this technological advancement should be accepted in management science and make use of programs that analyze components of a working system in a proper and standard manner. If organizational programs that have coherent and scientific structures and manage and express institutions and society in its best way are executed in the administrative structures of communities in different sectors and the institutions of society follow them, a healthy and successful system will be formed that both individuals and organizations will be satisfied with their activities and the results will be favorable.

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