

# **Social Management Technology**

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## **Abstract**

Social management is a subject arising from the nature of society and human beings, an issue that has strong links to the quality of human societies. Although we have all kinds of management patterns and universities have played a valuable role in the production of knowledge management. But social management can't be conceived as another type of management model. Because social management has a great view of society and the type of management is built up from within the community itself. Indeed, social management is a model of management that focuses on society and its paradigm relies on innate human needs and social requirements. A model of management that focuses on the essential needs and fundamental rights of human beings as well as comprehensive social laws and rules and pursues a goal called the strengthening of the living system.

The following paper tries to outline a new way for the future of humanity by mentioning the foundations of social management. The way that goes from within the community is useful for the people of the same community.

The author has made a deep search in the social history of Iran and many other countries for discovery the problems of the national system of nations and also the long-standing issues of the human life system. Therefore, by examining the system of life from the past to today, as well as studying the cultural and foundations of people's lives in the world, has found important parameters for the transformation of the present world into a better world. Therefore, by utilizing the needed by humans and the requirements of society, it interprets the model of social management with personal opinions.

**Keywords:** Management Technology, Social Management, Human Needs, Social Requirements, Social Rules

## Introduction

However, in the old world, all affairs depended on the strength of the military and the force of the arm. But we know that the world today does not follow this equation. Indeed, in the contemporary world, the exchange of minds has the greatest role, and if war is accepted, it is still war between the minds. That's why in today's world there are a lot of kinds of knowledge and science. But despite the massive amount of knowledge and science, we have many problems and issues in many areas of life. And undoubtedly one of the biggest unresolved issues in this world is the lack of a coherent model for community management and regulation. Of course, different political and managerial patterns have been established for the community system. But we see that we still face a lot of problems, and human beings do not reach the right solution as much as we can. The reason is also that all models and government patterns do not match the status of all societies and do not solve the problems of all countries. Human and society are two elements that cover each other and must be seen together. But country management has different thoughts and cultures that are not linked to specific global patterns. So, first, we need to understand what is human? What is society? What are human needs? What are the requirements of society? These questions about what human and society are, as well as understanding the needs and requirements of human and society, illustrate that social management is a science that is rooted in the sciences of sociology and anthropology and is a nascent science. Its inherent technology relies on the ontology of man and society and draws idealistic society out of respect for the original dignity of man and the efficient engineering of community structure. A model that if we can achieve, we will undoubtedly have the ability to build a prosperous community of satisfied people. And if its theoretical paradigm goes right, we have a practical model that fits into every society.

And, unfortunately, the problem in the troubled countries is that they do not accept human needs and do not recognize social requirements. Therefore, they cannot find efficient technology that interconnects human needs and requirements of society and manages the current management of society. It is on this basis that the colorful problems do not come out of the countries and that today's human are involved in big and small problems every day. Social Management Technology with the concepts the author of this article is the same model that puts community management on a time and place basis and is exactly compatible with any particular culture and land.

## Define Social Management

Social management is a term-structure that does not have a well-defined applied history in the scientific community of the world and the science system. This disadvantage is even more evident in the field of management science, and management science is missing from a profile called "social management". Societal management is a structure that has not yet entered into the fields of sociology and anthropology, and is generally not included in the world research and education system. In this regard, the author as a deficiency in the conceptualization domains and indexation of the structure and formation of society introduces a kind of "pattern of Leadership and regulation of society" with a concept called social management.

Of course, the term social management may not seem very impressive in terms of general cognitive and superficial vision. And it is assumed that the individual concepts and indexes of social management structures are also seen in other areas of science. But undoubtedly, their conceptualization is a difficult and unmatched aggregation pattern that the author focuses on. At the same time, this term has a definite and specific meaning in terms of terminology and vocabulary. And has a profound scope in the fields of management science, sociology, and anthropology. This term, with the exception of other approaches to management science that leads to the organization and management of an organization, manufacturing, enterprise, business, institutional and government, with a specific approach and with specific coordinates, it directs and sets out a target community with native - mainland coordinates. The purpose of the token in this template is not to express the style of management and management requirements. But the intrinsic basis of this model is the presentation of concepts of the needs of the main element of society, namely, the human being and the requirements of the dynamic community. So that injects and distributes efficiencies and vitality throughout the community. That is, it is imperative to observe the rules and norms dilemmas in order to have a good society, principles that must necessarily come and observe from the community management and community intellectuals.

These precise and specific coordinates require the principles that any human society on earth must follow. And if any society adheres to these principles, they will base their roadmap and management practices on their foundations. Indeed, a society is thought to have regained its true path and can be beneficial to indigenous peoples and communities. Thus, the social management pattern is knowledge based on the sum of human needs and the requirements of a human society. A model of knowledge that combines other branches of management science' and promising a new science of leadership and regulation of human society. These principles are attitudinal and practical terminals for each society. And it requires, as well as the experts and managers to strive for them, but the familiarity of people with these principles is a great help for the continuous improvement of society

## Theoretical and practical foundations of social management

**Human needs:** On the basis of nature and instincts, human beings have the needs and necessities that must be addressed to them. And in every society, let them take the path to them so that the human being in the community will be satisfied.

**Community requirements:** While each person has needs that must be addressed in the community. Society also needs requirements that are the basis of solidarity, solidarity, balance and balance in society. Of course, the requirements that do not negate human needs and also not disturb the social order or the humanity system.

**Connecting and joining human needs and community requirements:** Because humans and society have a sticky conjunction, and they can't be thought of as separate. Therefore, the art of social management is to provide a reasonable and desirable life for people living in a country by providing a logical link between these two and their placement in a pattern called the Good Society. Social management means to bind these two essential elements together and not restrict anyone. That is, a free man in a free society; but they do not deny each other.

**Family:** The family is the smallest system in a community. Family as the foundation of the human community plays an important role in improving the development and evolution of human beings. This means that initial socialization originates from within the family. Therefore, the way family guidance in generating, family livelihoods and family culture is the secret to create an appropriate formation in society.

**National culture:** Culture is the foundation of the movement of a community. Culture, as a macro model of motion in the society, while consolidate the honesty and integrity in society, it must be compatible and flexible with the patterns of the global environment and the people of the universe. This feature is as the same oil that can keep the community dynamic and floating all the time. The floating society is a society that acts like an open system and provide a good efficiency.

**Mainland-compliant management:** while social management and community guidance should take place within the framework of global arenas and other nations. But it should also be targeted at the strengths and weaknesses of the community. That is, management that is consistent with the canvas and mainland.

**People are the centerpiece of society:** As the human society is a formation structure of a collection of humans, and this collective of human being is called human society. Likewise, the people of society are the most elements in society, and everything should serve for people. And it must be understood that the purpose of the society and the purpose of the system of life is

merely an arrangement of the basis for the peoples of society. Governments, as representatives of the people, must make every effort to serve the people. They are required to provide for the welfare and security of the people by regulating and developing government policies and practices. To this end, a general satisfaction will be provided. Because the rulers are also human beings, they rise up from among people, and they will settle down like all people. This is the fair view of the society that every person in every position knows that he is a people and must live with people.

**The system of governance in the country is certainly a people's representation base:** If in the distant past, the rule of the sultans and kings of the tyrant was with absolute authority. But the present day is the transition from these kinds of dictatorial governments, and today we face a phenomenon called democracy. A pattern of governance that does not have the very nature of dictating and totalitarianism, and the ruling person can't absolutely survive more than a few years. This ruling and the equation of governance is intended to prevent the oppressor rulers and shard leaders, and the society is always guided by a new thinking. The essence of demotic is that no individual or group has the right to have extra and exclusive government, and they have no precedence over other individuals and groups. In fact, the ruling person or the head of government is a person who, as a representative of the people, and has managerial efficiency, with a mechanism based on "merit and managerial understanding" for a certain period of time, it manages government representation on behalf of the people.

**Avoiding superstition and false beliefs:** The beliefs of superstition and the myths of witchcraft cause the fall of reason and intelligence. Such degenerate beliefs block the creative mind from exploring and discovering new things and driving human minds to fictional legends. And thus, with a dogmatic and arrogant mind, behavioral and ethical culture of wickedness and misery can easily move to the life and society. Unfortunately, these elements, as a deterrent to open society, undermine the public's space and suppress social freedoms. And prevent from achieve the best.

**Useful knowledge and science:** Knowledge and science are the essence of society's transformation and development. And every society is guided by its internal capabilities and assets. So though while knowledge and sciences are very useful in every society. But it should be known, that the production of indigenous knowledge in accordance with the specifics of society (weaknesses and advantages) is considered as the rational and logical basis. This kind of knowledge is a knowledge that leads to constructive science and is useful to the community. A kind of knowledge that has the identity of the benefit and problem solving and in fact the knowledge that is not futile and ineffective.

**Goal-oriented pragmatism and effective result:** One of the coordinates of the retrogressive and backward communities in history is the belief in illusions and vain actions. These

communities, with the beliefs of error, impose the greatest deviation and distortion into their society and cause their own backwardness. But the privileged countries and societies are those who refrain from the evil and despicable acts. In fact, intelligent and rational societies are societies that pursue pragmatic theories and successful actions, which can be useful for any citizen. The officials of this kind of government avoid a lot of waste ideas and do not spend national wealth and social assets at the expense of poisoned beliefs and fruitless action. Because what does not benefit society and people, then it is undoubtedly wasteful and in vain, and should be rejected.

**Belief in plurality and diversity in society:** It is clear that the plurality of thought and diversity of opinion is the best way to opening and solving the problems and issues. And precisely this is called rationality. In this respect, it is clear that a space of human diversity and plurality of thought and thought are considered the best platform for growth and development. Various and diverse people will surely have more initiative and creativity. And innovation and creativity can be achieved with a variety of people and ideas. Open space is the best and most healthy platform for the development and growth of society in all its dimensions. And precisely, the belief and action in plurality and variety, is the acceptance of social freedom and the acceptance of all people by different thoughts and beliefs.

**Avoid prohibitions and restrictions:** What causes to creation a prohibition and restriction on any person is his belief that he leads to the exclusion of others. In society, we face such a process. The individual or dominant group in the domineering system avoids any activity and mobility that is contrary to their beliefs. This behavior is the same as creating restrictions and prohibition for others, behaviors and theories that are the basis of social degradation and the locking up of society. On the basis of this, it is necessary for society to exclude the factors of restriction and limitation. Closing the community is exactly the same as darkening space for any movement. And it is certain that in the dark, everything is silent.

**Constructivist attitudinal patterns:** What is certain; Human societies are a space of difference and diversity. And this diversity reflects the various views in society. And it is still certain that the people of the community have their own views that shape their own culture of life and, accordingly, the society is formed. If the view of struggle dominates society, we will definitely have a warrior's community and an enemy. And if the society is shaped by a constructive attitude, we will have a peaceful society without tension. The attitude and thought that chooses hatred and war is the biggest factor in the destruction and destruction of human societies so far. And we know that civilizations and human societies have been destroyed by these behaviors. So it is clear that by avoiding the views and actions of struggle and rebellion, many human conflicts do not occur and do not witness the destruction and killing of humanity. This is the same approach from the human perspective that blossomed society.

**Modern and up-to-date technology:** The happy and blissful society is a society where people are happy with their lives and they honored to be in that space. It is a community where the people with achieve the modern achievements and the latest technological equipment in all areas of life, get in glad and welfare.

**Enlightenment and freedom to promote belief and knowledge in society:** A space society formed by the type of thought and kind of knowledge of the thinkers and intellectuals of that society. And because popular masses generally do not have creative thinking and social liberation knowledge. So this important task is precisely assigned to the community elite. The elites, who are in the role of smart Social, can produce effective and beneficial programs for social excellence and popular welfare through the use of space and opportunities for social freedom.

**Continuous evolution and change:** the main change is unchangeable. And society is also the nature of change. This is also due to the fact that society and the phenomena of society are shaped by human beings and can't be regarded as absolute and permanent from society as a whole. Because the elemental nature of the phenomenon is that which was not in the past, and now that it comes, it is certainly not absolute and permanent. But absolute, Identity is permanent, and does not accept change and transition. So what is lasting is exactly relativism. Therefore, we can say with certainty that we have no absolute stability. And the world is "a place of transition and change".

**Belief in the relativism of social phenomena:** By the principle that there is no absolute existence in existence and everything is relative. So, all the social principles and rules are also relative and change-oriented. That is, all the structures of society are in constant change, and each society at any moment is exposed to the transformation.

**Designing a template, structure and definition for community affairs:** A community is not a space or structure Nonsense and aimless, that has been abandoned. But a community has emerged from the first with the program and goal. In this respect, all substructures in the society must be arranged in a definite manner. The concept is that, at any rate, we will clarify the concepts of "what, why, and purpose of life" to the people, to present the man. So that everyone understands that their lives are distinct and complete.

**Alignment with the order and the world system:** Today, no country or society can be found that by closing the society, it has reached the level of growth and development consistent with the contemporary world. This is also because no people alone can produce all modern and constructive technologies. And due to the tangle of world societies, global markets are the source of wealth. Any country that can penetrate more markets in the world and develop markets for its own benefit is a factor for progress and advance. The world today is like a global



village, it needs all its components together. This alignment of all nations is definitely equivalent to a macro system.

**Flexible and floating management (contingency) with a systematic approach:** Because no social phenomena are stagnant and society is in constant change. Therefore, community management should not be just one and the same style for all time. In this regard, community management should also be aligned with time and time, and directors in the two common struggles, their own thinking must be changed and updated, and that society should be governed by adaptation to peripheral and global changes. This change in management style and adaptation to the environment and time is called contingency management. That is, management should be in accordance with world - time requirements and needs. if a manager do not follow this principle, it will surely make society untoward. So, in this case, the important task of a social manager is to control all the components of society in the same way.

**Society is a living space and not a war:** If in the old days the basis for resolving interpersonal and community conflicts was by war and dominance or even by killing and destroying the opposite. If the progress of civilization and the acquisition of wealth at that time came with overcome and invasion. And if at that time, hate and warfare were the only solution to the problem, and the rulers showed their national strength and their ability with military power. if the merit and worthiness of a person or privileged personality were in the strength of his arm and his military advantage. But today, these relations and standards are not acceptable at all, and the modern world views peaceful coexistence with the unity and coherence of all societies. In the contemporary world, this equation has changed and the conflict between people and between societies has become a battle of thoughts and minds. And if it's a war, it will be in the battlefield of technology (science technology, knowledge technology economy technology, technology, cultural technology, management technology). In essence, "society is the space of life, not war".

**The existence of social classes, an integral part of society:** As in every human society, we have a collage of races, thoughts, beliefs, religions, relatives, climates, and so on. So, of course, there are class divisions and lifestyles. In principle, a society can't have the same level for all, and put all people in one class. Indeed, people of a community do not have the same knowledge, skills, expertise, intelligence, ability and financial assets. Therefore, it is not possible to eliminate classes from society. And the rationale of social struggles with the concept of class elimination and the creation of equality and social justice does not seem to be rational. Of course, it does not mean that we accept the discrimination and suppress of citizenship rights and the superiority of some on the other, and put people in the "human classes". Because, doubtless all human beings are the same and there is no difference between humans. But, on the other hand, one can't imagine all the elements of society in a social class. Because their position on

the dimensions of occupation, work, livelihoods, personality, biological culture, advantage, weakness, knowledge, skill, etc., is certainly different and varied. Therefore, the placement of people in different classes is essentially unchanging. On this basis, instead of justice, which has an absolutist concept, it is better to use the term fairness with the concept of relativism. That is while all people in society are in fact one and the same, they must, of course, be seen in the same way and enjoy the same civil rights. It means that human rights in society are well respected. We accept "human equality" for all people in the community. But we reject "equality of social status".

All described and presented as social management technology are the principles that explain the basis of the paradigm of social management and its implementation technology. A mechanism that, within the framework of social management technology systems, represents the true and identity value of society and humanity.

### **Identifying and Understanding Human Beings Innate and Natural Needs**

Attention and acceptance of passions and desires: Instincts, Excitements, Emotions, Pleasures, Lust, Cravings, Meal, Wishes.

Human desires and cravings have no end. But they must be constantly controlled and take care in the community by society leaders.

### **Interpretation and Determine Social Requirements, Rules and Regulations**

Society is a space that, with its capacity for multiplicity and conflict (by different people), cannot be a place for constant struggle and conflict between individuals. Therefore, it is better to have intelligent and rational rules and regulations for the community so that the people of the community, under a comprehensive and complete code of conduct, can achieve a life full of happiness and satisfaction.

### **Linking Social Requirements and Human Needs (wise and efficient management)**

At the same time, human beings have innate traits similar to animals. Rather, he benefited as human traits of intelligence, intellect, wisdom, and creativity that made him a wise and knowledgeable man.

A social manager is a human, possessed of rich and sublime human traits, and is a constructive factor in producing useful knowledge and efficient science in "knowing the existence and building of society".

The social manager has the role of intelligent builder of society and social culture reformer, while formulating and producing social requirements (rules and regulations) and structuring dynamic and efficient social culture, to reduce the ugly and dirty human (animal dimension) profiles in society.

Social management is a type of community engineering with intelligent, rational, and efficient measures to manage the structure of society and people in a way that attains and sustains the community's innate human needs and demands while ensuring public satisfaction, and maintaining community cohesion and balance. This managerial-social activity must be such that social needs and human needs do not interfere with each

other's essential role and that society is well regulated and managed.