Live Control in Management Practice

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Abstract

The article deals with the essence of living control in management practice, the cultural origins of live control are disclosed, humanitarian knowledge is systematized depending on control requirements. The philosophical, psychological, ethical, ontological tools of live control are revealed.

Keywords: humanitarian knowledge; civilizational viruses, truth; the area of meanings; cultural origins of live control; the dynamics of life; psychology, management philosophy, management ontology; ethics, aesthetics.
1. Introduction
Currently, more and more attention is paid to "manual control" in practice. The heads of various governmental and economic structures often refer to it due to the fact that market is not perfect, its mechanisms do not work smoothly and one can not properly solve the problems of economics and management without the "manual intervention". Obviously this is true, but the question arises concerning measure, quality and "manual" intervention efficiency. It seems that the answer to it depends mainly on the use of live control, which is not widespread currently. New approaches are needed to create a living management system in the practice of public administration and management. This strictly prevents the development of management practices, an appropriate way of life among Russians and state interests.
In order to make the control alive, it shall be returned to cultural and spiritual roots and values. Then it is possible to use all the possibilities inherent in a man's nature for the management: mental, sensory, intellectual, spiritual, invigorating the purposeful manager influence on objects which need to be changed.

The adoption of modern management decisions requires deep cultural, philosophical and psychological knowledge from managers. At that a long-term positive effect on the implementation of management decisions depends mainly on philosophy and the values of the management decisions than on their material and financial support.

The ability to use basic and applied humanitarian knowledge in the management is particularly important right now. The fact that modern civilization viruses developed on the basis of consumption philosophy and golden calf worship dominating in the world, penetrate the souls and the minds of decision makers, destroying their ideas about historical values, proven during thousands of years and acting as the main life targets of multinational Russian people [1].

2. Protective Mechanisms from Civilizational Viruses

The protective mechanisms from civilizational viruses are kept in the humanitarian knowledge, which new generation managers should have, working in all spheres of society, and especially in key positions of governmental and business bodies.

In other words, the civilizational transformation of humanity, the transition to another dynamic level of object perception by managers and the surrounding world events require some changes in education and management training system concerning new generation humanitarian knowledge.

Due to the increased speed of decision-making, conditioned by high risks of time loss and a high probability of being late, the logic that prevailed at the justification of various administrative actions, is replaced now by a highly developed intuition, an unconventional vision of eliminated problems and the communicative abilities of a higher order than previous ones. New management skills are required, developing "cognitive" "creative" and "communicative" opportunities for managers. This so-called "three C" system, promotes the formation of cognitive abilities, the development of creative skills and the mastery of communication skills, while preserving the value orientations of a state development. It should be noted that at this stage of humanity development, the teaching of humanitarian knowledge in order to save civilization, compared with the technical and technological one, starts to play a decisive role.

The use of humanitarian knowledge is directly related to the adequacy of its constituent physiological, psychological, cultural, spiritual ideas and other components, incorporated in a man. This is necessary in order to reveal the completeness of a man's capacity to implement the control and use the following opportunities of the following organs:
A good education is necessary to obtain humanitarian knowledge. In this case education shall be seen as an attempt for a graduate development who corresponds the Creator's image and likeness. Education shall include the elements of education, opposing the current challenges faced by society - the combat with extremist groups, the prevention of drugs, national culture information exposure, of state sovereignty elimination, etc. This is performed through the development of people cultural diversity, the knowledge, the study of modern literature, painting, theater, music, the knowledge of the real myths and images. At that education shall be lively, based on real scientific and practical work with a person.

Training is integrated together with education. A man learns to understand adequately the world based on a system of values which develop a correct worldview [2].

3. Current Management Improves the Application of Humanitarian Knowledge in Practice

Modern management animates the practical application of humanitarian knowledge, which allow to include all components of a man's structure in the operating processes, aims it at the realization of the value philosophy conceptual foundations, reduces the dominant influence of consumption philosophy on human development, leads to the conservation of resources on the planet, promotes the balance between the meeting of needs and the observance of biblical commandments concerning civilization development.

Humanitarian knowledge is based on culture which is the "system of meanings" in its modern sense [3]. A manager and actually everyone else live in the space of meanings. Fundamental cultural meanings are revealed in folk myths through which a person conforms himself to the world and cognizes his own nature. Folk myths are turned into national traditions, the support of which contributes to the national and ethnic orientation of population. The diversity of national traditions develops the lifestyle of people.

The preservation of traditions contributes to the preservation of culture. The preservation of culture leads to the preservation of people. The preservation of people, the diversity of lifestyles, leads to the creation of self-sustaining, steadily developing system and a multinational state developing system providing normal conditions of its lifestyle.

Let's refer to such a component of human knowledge, as philosophy. Philosophy, as the tool of ideology practical implementation is the most important method of cognition, giving a manager the opportunity to make a right choice of values and implement the change of management on this basis. The philosophy is based on the system of people values, deriving from its spirituality, traditions, culture and language, and is based on such a fundamental principles as the unity and preservation of people. Targets invested in the management system should not be inconsistent with those values that are inherent in people. Philosophy is the tool which directs management to ensure that a system does not deviate from the state basic values and multinational people for which it is implemented.

Philosophical knowledge is a kind of compass, orienting management activities on the core values and national interests. At that the main cause of a live control creation is rooted in a human nature of a manager. His decisions must be commensurated with people spiritual values and guidelines. A cultural revival of a man, including the manager, the restoration of ties that may unite a spiritual and a real historical reality in his soul, the provision of a world
holistic perception in which there is no room for an internal disunity and personality alteration, generating the striving to the temptations of an alien world. An important component of human knowledge is psychology, which plays a significant role in live management. The global problem of Russia is in the need to restore the psychological code of the nation, the civilizational identity of people, the inherent psychology and fortitude, which is able to withstand the challenges of Western culture.

4. Modern Conceptual Bases of Live Control Psychology
Modern conceptual basics of economic system live control psychology include:
- The preservation of Russian people life conditions, closely associated with its culture;
- the selection of economic system type that meets cultural, natural, spiritual and psychological reasons of a people;
- The maintaining of a people psychological lifestyle similar to a Russian type of created economic system;
- The establishment of adequate psychological relationships between economic subjects and system development targets;
- The achievement of the necessary correspondence between the target sets of society development, the control system in the social-state sphere and business and the psychological models of people behavior;
- Accounting of a business entity psychological structure features associated with the presence of various information sectors in it;
- The establishment of communication channels which ensure the transfer of information desirable for management subjects on a man's psychological structure;
  - Socialization of an individual, the realization over systemic psychological functions;
  - The use of subtle psychological control technologies by economic systems.
Russia, based on the psychological code of the nation and the historical path of its development, is characterized by such attitudes, which are focused primarily on the higher life purposes, because the greatness of its people, its contribution to the history of mankind are determined not only the power of a state and the level of economic development, but mainly by the culture of people.

Practical psychology contains behavioral aspects of control subjects. Without taking into account the psychological factor, the peculiarities of thinking and the behavior of managers [4], the modern management mechanisms are not viable. They do not provide a full impact on the objects of the economic system. The proper effect of management functioning is ensured only by vital psychological relationships establishment between an economic system, a business entity and society development targets. At that the society development vital targets determine a certain psychological type of business subjects.

The development targets determine a particular psychological type of business subjects. A certain type of an economic system generates the corresponding business entity type with his usual special psychology of behavior.

The first type of economic system is focused primarily on the "ground" and is a nature oriented. Its peculiarity lies in the formation of a business entity with a deep sense of its dependence on natural resources and environmental conditions. This type of business entity has an impact on the formation of a corresponding psychological portrait of society, sensitive to nature state changes, providing the fundamental basis of its life. The psychology of a man of nature dominates here.

The second type of economic system is focused on the "work" and develops a different business entity, the subconscious mind of which is dominated by the attitudes aimed at the use
of their labor capacities and abilities. The state of nature for it is seen primarily as the means of production and work conditions do not play a determining role in comparison with labour. As a rule, the society based on "work", develops a passive psychological attitude towards environmental issues and to the activities aimed at the preservation of natural resources.

The third type of economic system is focused primarily on "capital". The psychological portrait of such a society is characterized by the use of ways of life, aimed at capital increase and, above all, on financial capital increase. In this case, the society is developed which manipulates actively by psychological relations, providing the creation of wealth, based on the management of various types of capital [5].

Thus, each type of economic system is characterized by its own special psychology of behavior and society psychological lifestyle. Due to the variety of economic system types the problem of choosing a path of society development and management systems, which fully takes into account the psychological characteristics of people and their targets becomes a principal one.

5. Activity Motivation Management for Business Entity Manager

The motivation of a manager administrative activity, interacting with business entities during the development and implementation of solutions is based not only on a material basis. First of all motivation should be aimed at the observance of value development aims. It also has the economic consciousness of a personality, developed on the basis of life experiences, an acquired experience, the overcoming of difficulties. At that the unconscious origin in the psyche of an individual and people is very important. It is rooted in a set of memory events, relationships, and emotions. The nature of active volitional actions of managers and business entities is different in different types of economic systems, because they are determined by the value of goals which they have. Therefore, the issues which reveal the genesis of the target society values and related economic systems are very important here. Values and purposes of society development should be related with the main levels of management and with adequate psychological models of manager and employee behavior. This is achieved as follows.

At a system level, influencing the entire management system with its hierarchy of goals and relationships the value guidelines shall be taken into account laid deep in the subconscious of people, with the property of remarkably high stability and conditioning a certain type of psychological behavior of an individual in the process of management. They should permeate and unite all levels of the control system, providing the relation between them and the community of a psychological basis.

Thus, depending on the value orientations, targets and psychology of society the prerequisites for a differentiated selection of a particular type of economic system and the corresponding specific methods and management structures are developed.

In order to turn control into a living one, it is also necessary to revive an owner - entrepreneur. A true owner - entrepreneur besides the motives of profit or income obtaining has the desire to preserve, strengthen and expand the fullness of the functioning and development of the integrated inspired system of people and processes, which he perceives as his property. The philosophy of an owner-entrepreneur management is based on his mentality, the relation to environmental, social and economic subsystems, which are closely interrelated. The formation of development values and priorities takes place in a social subsystem. A human environment is developed in an ecological subsystem. Economic subsystem generates the attitudes regarding the development and preservation of economic space [6].

The management aimed at cooperation, conservation, and the harmonious development of these subsystems, creates a live, full-fledged human environment. Its main
function is the maintenance of natural processes, ensuring the habitat and people reproduction as a whole organism.

Ethics as informal management rules fixed in the institutional system and environment which continues in formal institutions. Orthodox economic ethics, for example, is a system of voluntary moral constraints among management process participants carried out on the basis of cultural values specific to this teaching and proven by the thousand-year history of the Russian state. It plays a major regulatory and protective role in the system of administrative relations, implemented on the basis of its members’ free will.

6. Live Control Actively Develops Intellectual Forms of Management

Live control allows you to develop actively the intuitive forms of management, which are based on harmony and on the "music of original value sounding". The areas developed in a cultural and a spiritual sense, have a peculiar musical aspect and those who feel this music by heart, demonstrate the sixth sense manifested in the harmony of space. The space begins to be liked, motivating and encouraging the willingness of a manager to improve the space continuously. Management performs this through aesthetics, exhibitions, the investments in temple construction, the creation of works of art.

To a greater extent, such feelings may be manifested itself among wealthy people, who got tired of material values, instinctively seeking for the deepest meanings of life, the sensations and feelings associated with these meanings, from which they receive a full satisfaction. This increases the capital cost, which is manifested through the harmonization of space, encouraging wealthy people to invest in the development of territories.

When teach a living management for the senior management personnel, mainly the heads of large companies in the research direction, one should use not only the latest theoretical developments and practical materials, but also the advancements in the field of humanitarian knowledge. The systematic, urgent issues, faced by companies, society and a state, including the humanitarian issues shall be the objects of research [7].

Interstate problems and the consequences of their solutions which have a global character do not make an exception. During the solution of these problems managers should act as consultants - researchers, fluent in business practice and with deep humanitarian knowledge which allow to solve problems in specific areas of life, taking into account the social aspects. Such problems are solved most efficiently by the work of consultants - researchers in a team solving a particular problem in real time. The team must learn to explore the latest trends in business and to develop non-standard, system solutions. They must be balanced from the economic and humanitarian point of view and always contain a social component for specific companies and society. The decisions are submitted then to a company management orally and in the form of a report.

Experts-researchers shall have special qualities. Good business knowledge and practice-oriented skills of knowledge transfer about it are not enough here. An ideal variant of a consultant-researcher for the operation using DBA program is the availability of Doctor of Science degree, proving research skills on the level of high requirements; the practical experience of knowledge bringing to specific, high-margin products and services and deep, systemic humanitarian knowledge.

A consultant - researcher should also have either his own inventions, or publicly known personal achievements in the field of new knowledge realization into a certain result, characterizing it as the generator of new knowledge, which is able to transform it into something new, which has special consumer properties and no analogues at the market of goods and services.
The training of living control should be for the benefit of all participants - students, consultants - researchers and subsequent customers through previous categories. Students have an opportunity to become intimately familiar with a consultant - researcher, the company he represents, and its activities. They need to make sure which theory and what method really works.

The consultant is able to take a fresh look at his research when he discusses the obtained results with the students having received their response to proposed decisions. The use of humanitarian knowledge also makes an impact on a researcher-consultant, plunging him into the secrets of new, studied material appearing at the intersection of disciplines, with their combination in the process of systemic problem addressing.

A research client or a customer may use a unique resource - the results of work among several teams of students from different areas of business in which each member is a senior level manager. Teams demonstrate several options for the same problem study and solution. Each option presented to a customer shall be a convincing, a surprising and being highly suitable for practical implementation, as an innovative product with unique consumer features.

7. Conclusions
Based on the above stated facts we may conclude that live control is based on a state and its people return to the cultural and spiritual roots and values, proven for thousands of years and their use in management.

8. Summary
Thus, the living control harmonizes the relations within the economic system, it balances its interaction with the external cultural and social environment, preserves nature as the reproduction basis of people and directs a person to grasp the truth through the management of the dynamics of life.

Life, truth, live control and the development path in the system of live control are linked inextricably.

Conflict of Interest
The author confirms that the presented data do not contain any conflict of interest.

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