Peculiarities of Business Entity Psychological Structure in Modern Management

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Abstract

The article describes the features of a business entity psychological structure accounting in modern management. It reveals the psychological structure of a business entity. The information, spiritual sector inherent to it is disclosed, their interaction and relationship with the management, its effectiveness is demonstrated.

Keywords: psychological technologies; socio-cultural space; national economy; psychological information sector; communication channels; transpersonal impact type; reality tunnel.
1. Introduction
Modern management systems are designed for a universal tolerant manager. However, every manager is a set of personal, professional and individual qualities which differ by the degree of uniqueness, development and the features of a business entity matching to psychological structure. A developed psychological type of managing requires the use of special administration methods in relation to it. This allows a manager not only influence effectively on the objects which need to be changed, but use the psychological capacity laid in it to a maximum in order to achieve a high quality execution of decisions.

2. A "man" in psychology is an original and generic term
As is known, a "man" in psychology is an original and a generic term. Usually a person is regarded as an organism - a biological entity, as a living being. However, this is not enough for psychology. The closest to the "man" concept, suitable for the use in psychology, is the concept of "individual" - a separate person among others, who has the gift of thinking and speech, with the regulation forms characteristic to its state of mind, which allow influencing the processes by the use of words, images and ideas. These processes take place under the impact on economic systems.
In its turn, "individual" is a native term for "personality" category. "Individual" as a concept reflects, on the one hand, an undivided living being, on the other hand it demonstrates a single representative of human community. "Individuality" reflects the natural features of an individual mental process organization which exhibit personality differences and is a certain transition boundary from a separate psychological essence to a group one. The category of "personality" includes the signs, which are determined by an personality belonging to a society, and is the bearer of a man's psychosocial characteristics.
Each concept of "individual", "personality", "individuality" reveals special content features. The differences between them are shown in the specifics of "own-personal", "personal-social" and "personal-individual."
The presented differentiation of concepts, and the combinations thereof are used by managers in a targeted impact on economic systems. The most important combination is the triad "individual - personality - individuality", which is specified by "subject" category in psychology, and in relation to institutional economics it is specified by "the subject of institutional economics". From a functional point of view, this category may be used in the analysis of interaction process participant isolation process in a particular form of activity. At that a subject is considered also as a body (biological function carrier), as an individual (the carrier of psychological and social functions), as a personality (the carrier of psycho-social functions), as well as an integral personality (the carrier of integrated functions) [1].

The management of economic systems should take into account a business entity psychological structure peculiarities associated with the presence of psychological set of information, divided into individual information sectors. Every constituent part of a business entity (an individual, a person or personality) has its own psychological information sector. The structure of this sector demonstrates a number of segments, reflecting such personality traits as spirituality, intellectual, moral features, social orientation, the focus on self identity, the concentration on the primary factors of survival, etc.
According to its organization the psychological information sector of a business entity is an extremely complex one. It has more time stable (conservative) and less time stable (dynamic) constituent information elements. There are the segments of information in the structural elements of a business entity, which can be opened to a greater or a lesser extent. [2]

In general, a man's and a business entity psychological information sector is a defined set of information that identifies a person as a holistic phenomenon and characterizing it in some aspects. Information combinations which allow obtaining certain characteristics of a man psychological behavior can be numerous and varied ones. One should single out the problem of a person self-identification separately as a spiritual phenomenon.

The use of the sectoral approach in a purposeful impact on economic systems, based on the consideration of a man's personality, with its particular information structure, as well as the psychological dominants allows (using modern communication means) to bring promptly the information of any level of importance to each management subject and make some influence on him.

The sectoral approach to institutional economics allows to regulate the process of information structure development, which determines a personality type, as well as to manage some sectoral information units responsible for the operational behavioral forms of an individual.

A spiritual sector which sets the mode of operation to other sectors is the dominant one in the psychological structure of a personality. A dominant spiritual sector is a very stable one and it does not give way to the impacts of a random (not essential one) nature. However, the filling of this sector may be "modified" by the use of specific psychological methods of influence which inhibit the return mechanism of consciousness, restoring the spiritual foundations of a man inherent in him initially, which is extremely dangerous for a person who is in charge of state regulation and who develops the institutions the impact of which is very strong on economic systems [3].

A developed psychological type of a person requires the use of special management methods. The features, technologies and mechanisms of institutional economics, by which a purposeful impact on economic systems is made must adapt to the psychological type of a subject man, to which it is directed. Conversely, a subject on whom a purposeful influence is directed must adapt to an economic system.

4. The Establishment of Communication Channels Is an Important Component of Institutional Economics Psychology

An important part of institutional economics psychology is the establishment of impact communication channels ensuring the transfer of information desired for control subjects on the psychological structure of a person or a group developing their expectations related to goods, services or other activity products of an economic system. At that a significant role is played by the image of institutional economics subject desires, conditioned by its special psychological attitude. The wish model is important for him, which would reflect the expected forms of subject behavior on which an institutional impact is oriented.

One may specify three main communication channel of impact, ensuring the transfer of information about the desires of institutional economics subjects on the psychological structure of a person or a group. These are the channels of subject-subject, subject-object and transpersonal influences [1].

The subject-subject influences differ by the fact that the field of their manifestations is associated with internal hypothesis exchange. The main feature of this type of impact is that the influence on operational events occurs indirectly, but penetrating deep enough into the
subject of institutional economics, and performing there significant psychological transformations as a rule. Figuratively speaking, they can be compared with an infrared light. The subject-object impacts, in contrast to the subject-subject ones, have an obvious, visible character. Although the effect of such an impact is a very superficial one, yet it dominates in domestic regulation practice, as one of the set stereotypes. In this type of impact relationships are formed on the basis of an external system of relations. The subject-object forms of influence are associated with the visible spectrum of an electromagnetic radiation.

A transpersonal type of impact is based on interpersonal communication. At that there is a skillful penetration into a world of another person, in his phenomenological field, inside his personal world of values, and thus it makes possible to see his way of reality understanding. A transpersonal type of impact is associated by us with ultraviolet radiation.

An important part of institutional economics psychology is the socialization of an individual. At that, the analysis of psychological barrier role acting as an obstacle to the achievement of transformation goals is an important one.

The source of such barriers is the sphere of communication. Communication develops the image of a man perception and understanding, the methods of communication, as well as such properties as imitation, suggestion, the learning of social norms and traditions.

Specific social and psychological features are gained by an individual, primarily due to his own experience of communication and direct contacts in a social environment. Home, friends, family, colleagues create a circle of direct communication, his microenvironment. On the one hand, a man experiences the influence of society, his culture, morality, social norms, and on the other hand the man converts his microenvironment, forming new patterns of behavior [4]. This interaction occurs often indirectly, when a person is in contact with society in the process of his communication and the gaining of individual experience. The impact of social factors on the behavior and the consciousness of an individual in the system of social relations at the level of micro and macro environment exactly define such a phenomenon as a personality socialization, which is carried out using psychological mechanisms aimed at the achievement of group goals.

5. Psychological Mechanisms of Socialization

The psychological mechanisms of socialization are the environmental factors which are external ones for the mental world of man, but they influence on the process of social information assimilation by him. The latter may be represented by micro and macro environment factors specific for a person development and his life, which are called social institutions. Le's recall that social institutions are the historically established forms of joint activity organization. Their operation involves the use of cultural values, the transfer of habits and the social norms of behavior. The main social institutions are represented by family, school, establishments, organizations, etc. [5].

In recent years, informal groups become the most important ones, especially the ones which are created and functioning in electronic networks, mass media, communication media and social thought, i.e. the things which are controlled by a state in a lesser degree (within democracy terms).

A person's socialization occurs mainly in the course of his activities, communication and self-awareness. In the sphere of activity socialization is expressed by the level of certain kinds of labor assimilation. In the field of communication socialization depends on communication circle, the specificity of its content, and on the level of people understanding in the process of which the appropriate habits of interaction are developed.
In the area of self-consciousness socialization means the development of your own "I" as an active subject of activity, the cognition of a social status, a social role by a person. Thus, various types of economic systems form a special psychological type of a person who is inherently focused on the fulfillment of certain economic roles. Conversely, a man needs to transform his psychological orientation in order to fit in a particular economic system. The level of psychological readiness, indicating the extent and the depth of human socialization is determined by socialization effects (results). They are conditioned by the subjective perceptions about social and psychological peculiarities, which a person must have to perform a specific social economically oriented role. These representations are formed in a man's mind as certain standards by which he evaluates the role behavior of other people. Social standards with stereotypes, attitudes, norms, traditions act as the stabilizing factors of psyche. In fact, the standards perform "measure" function in the assessment of others and they are personalized expression of moral and ethical, demographic and other ideas about appearances and behavior, the performance of duties and realization of rights by people belonging to a particular social community. The standards reflect a particular person way of life, and they are enriched and rethought with the acquisition of social experience. A person performing his social roles develops specific groups of features and properties that define the process of stereotyping. Stereotypes fix his knowledge about a particular people, class, age and profession. The stereotypes associated with a socio-professional status are also equally important for another person's image shaping. Stereotypes perform a number of positive functions during the communication process. At that the process of communication becomes simplified, as a person is able to "hide" behind a stereotype, when he is faced with something new that he is unable to understand [6]. Thus, a person socialization process influences on institutional economics during the purposeful acts of its regulators on economic systems and it must be taken into account during the formation, transformation and functioning of institutions.

6. Relation Regulation Process through the Impact on Psychology
Let's consider now the process of relation regulation through the impact on psychology. The primary impetus to the organization of a psychological impact on the economic system through an institutional environment comes from the dominant reference groups, formed from the number of individuals with similar dominants entering into the process of interaction and self-organization. Then, during the competition for the right of influence on the processes of targeted impact on high-level and scale economic systems, the dominant groups stratify. Those that won the competition, form their environment groups, performing regulatory functions, while the losers form dominant opposition groups. These groups are in a confrontational interaction, regulated by relevant public institutions. The fundamental issue of their struggle becomes the desire to bring a bright personality to power, the personality reflecting the scope of a dominant group ideas and interests. According to transpersonal psychology, the struggle takes place for the transition of a bright personality into the "reality tunnel" of a dominant group, which is filled with the corresponding meanings and goals. Controlling dominant groups in the course of their business pick up persons and necessary factors of influence on these persons, trying to transfer them into their "reality tunnel" as quickly as possible. A person who came under the influence of such a group starts to produce a corresponding worldview, the system of goals, and, consequently, the associated type of economic system. Ultimately, there is the distribution of individual perceptions about
economic system development, the systems which are fixed in the minds of people as the psychological images of dominant groups and appear in appropriate forms of their behavior [7].

Managed dominant groups perform an independent work to involve other outstanding personality in the sphere of his "reality tunnel", creating an opposition. The removal of confrontation arising from this is carried out in the course of negotiations between conflict groups. A compromise is achieved if there is the combination of two "reality tunnels".

From the perspective of institutional economics psychology a system, situational and process regulation levels look quite interesting.

The first (system) level is focused on the formation of corresponding dominant segments in a person's "subjective" combinatorics of "individual - person - personality" sectors. The second level (situational) is associated with the definition of a person's place in the system of dominant groups. The third level (a procedural one) determines the behavior of an individual not only within the dominant groups, but also within different groups of belonging.

7. Conclusions
Based on the above stated facts one may conclude that the formation of economic systems is focused on wealth obtaining at the expense of resources. It reflects the orientation of an individual on economic result. Indeed, in the economic systems with a focus on "earth" goals and dispositional concept of a personality will differ materially from those which inherent to the economic systems focused on "capital". Therefore it is very important to adapt regulation to a business entity, or vice versa, to transform the "semantic basis" of a subject according to an ideal model, which is offered by dominant groups.

8. Summary
Thus, the intended effect on complex economic systems is not a rigidly deterministic science, but an art. The main place is given here to a profound knowledge of human nature.

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

Acknowledgement
The work was produced with the support of the Moscow International Higher Business School MIRBIS (Institute).
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