



BEHAVIOURAL ECONOMY, NEURO-MANAGEMENT AND SENISM

Erdal ŞEN

Istanbul Gelişim University, PhD sen@senizm.com, Istanbul/Turkey

Sen, E. (2017). "Behavioural Economy, Neuro-Management And Senism", Vol:3, Issue:17; pp: 261-264 (ISSN:2149-8598)

ARTICLE INFO

Article History

Makale Geliş Tarihi

Article Arrival Date

14/11/2017

Makale Yayın Kabul Tarihi

The Published Rel. Date

21/12/2017

Keywords

Globalization, New Economy, Behavioural Economy, Management, Neuro-management, Senism, Individualization, Consumption Culture

ABSTRACT

Every process and subject that a person exists both as the individual and as the group is within the context of the concept of management. Starting from the self-management of the individual, in all examples up to the business management processes of globally large-scale corporate firms; management is evaluated the concept and variables and management activities are carried out. Since the beginning of the 1990's, all over the world, rapid change that occurs in every aspect of life; whilst the concepts, methods, systems, techniques and approaches in the field of business management are shaping according to change and transformation and it has laid the groundwork for the emergence of knowledge and theories. As a result of scientific researches and applications in the field of management, which the nature of change and the human factor are taking into consideration, a concept that has such a wide scope is examined scientifically. Furthermore, within the context of today's economic paradigm, which is called "New Economy", sectorial developments and applications; in certain circumstances and conditions, that also contributes to the field of management science by leading scientific studies is one of key facts of today's business world. The change is so rapid that has a direct impact on the individual both in professional career and in private life. In this heuristic study; in which new economy and management concepts are examined within the context of Senism theory, has attempted to be explained the transaction of the individual in today's world in self ("me" and "you within me"-not the alter ego) and the transaction with the external environment, starting from the self-management of the individual (personal), to the stakeholder (corporate) management in the field of management, and in all areas related to management. Also as a pathfinder for senism; "sen" means "you" in English. Henceforth, "Senism" can potentially be understood or translated as "youism" in English. However, as it will be explained in the full paper, "Senism" is a different philosophy that cannot be explained only by giving reference to the limited literal meaning of "youism".

1. INTRODUCTION

Throughout human history, the world constantly has been the scene of various changes. These changes are being examined especially occurrence form of production and consumption, welfare level, distribution of income, in the light of social, cultural, scientific, artistic activities and developments in the field of different social sciences. Ages that emerged as a result this change and transformation; in the most general terms, it is possible to examine as primitive age, agrarian society, industrial society, and information society. In the historical process in which every age is assessed in its own terms and contingency and in which the variables are analyzed in this context is obviously involved the importance and value of the management concept. The changes in economic, social, cultural, technological and even in the fields of military in today's information society are explained associated with the concept of new economy. The new economy involves rapid change and development in recent years, especially in the information and communication sectors, and the key element of this economy is the information. The developments that occur in all manufacturing technologies and methods influence deeply the structure of manufacturing and all fields correlated with manufacturing. The consumption forms and consumer behaviors in this context are also transforming in parallel with this change in the relations of manufacturing. Information in the new economy is the most important manufacturing factor. The new economy, which emerges with technological development and is at a high rate digitalization and Internet based, transforms all the concepts and opinions that belong to the old world, with a great dominance, especially the old economy. As a result of these important developments and progresses in the information and communication technologies, the rapid change that occurs in communication activities, prepares a substructure that enables an interactive communicate with each other by eliminating distances between person and corporations. In this

context, the written or the visual message of a person or corporation, has gained a feature that can be instantly seen, commented, and even shared by all whole world. As a producer or a consumer “relatively the increasing importance of the individual” (“me”) and the value, the necessity of reassess and interpretation of all the concepts of the management domain is to highlight as an indispensable reality of today. In this context, all the scientific literature related to business management is rapidly transforming with the variables of the period in consequence of the interaction with globalization today’s world. Person who is one of the most important factors of this transformation, especially technology; the assessment and interpretation of the relation to all relevant variables emerges as an inevitable reality. In this relation, both “individuals” in different working areas, having the consumer role; and as potential customers or stakeholders who are likely to be able to communicate and contact with all the corporates on the world constantly, plays a role in the transformation of the system. Argument that is evolution or revolution of the rapid change in the period lays the groundwork for the emergence of some fields that overcomes scientific literature of the sectorial development and advancement.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The purpose of this study is to assess within the context of the new economy, information society and Senism concepts, “the individual” which in the influence, at the same time, which in the influence surface of the new variables and which affecting many different aspects, in a globalizing world where relatively rapid change is experienced compared to the past. All the subjects and fields that are included in the scope of management phenomenon which can be examined in large scale beginning from self-management to the stakeholder management in the management literature, analyse in the context of Senism by prioritizing the individual in today’s world. When considered the management literature, it is seen that the concept of “management” has been many different definitions in the historical process. There are three factors of these differences. First factor is the approach to the management concept the person who describes; second factor is that organizations have different aims, and the third factor is developments in communication and information processing technologies within the context of globalization phenomenon (Koçel, 1998). As he describes as form of Koçel’s first definition, the approach to the management concept of the person; the relationship between with developments in communication and information processing technologies within the context of globalization phenomenon which mentioned in the third definition; is vital in terms of Senism. One of the consequences of globalization is the increasing individualization. This reality, especially social media; both with the new information and communication technologies and methods, the individual who can reach all kinds of information in external environment very fast; in other words “me”; and (his/her self) creates a process that can share with whole world very fast. At the same time, instead of messages such as “You’re special, you’re one and only, you’re important” which is part of the consumption culture, and whose advertising and public relations messages are constantly exposed, on the contrary, “me” which is receiving messages including “you” messages is increasingly individualized. And more importantly it is increasing the expectation for self, kith and kin, career, and life. While the individual defines the concept of management as personal, by individualization in different fields can define this concept in egocentric way. In this evaluation process; many factors such as the person’s educational level, title, economic condition, age can play a role. By developing a set of quantitative management techniques to be used in solve of complex problems faced by managers, especially in planning and auditing activities were benefit from them (Ülgen, 1990). On the other hand, it is accepted the assumption that managers have to make rational and objective decisions. Although in management literature is discussed the effects of emotional factors and rational decisions within the context of “Emotional Management” concept in recent years, it is still necessary to apply management techniques in order for decisions to be taken as objective and rational. In addition to the dynamic of the structure of the businesses, the flexibility and dynamism are need for businesses, due to the dynamic of the environmental factors. For these reasons, the managers must manage change by using all kinds of techniques and methods. In today’s world, the comprehensive data with applications of databases and information and communication systems can be accessed at a low-cost, fast and easily. On the other hand, analysis of data and decision-making processes with quantitative techniques also can be done with different software. That’s one of the main reasons increasing the importance of the concept of leadership also is the data collection, analysis, and decision-making processes up to, manager's all transactions can be easily done with computer programs. In the near future, with the

software and digital technology continue to improve, it can be said that these processes will reveal the management processes that can be done as completely unmanned, except for the software developer and the person who manages he/she. The use of technology in the field of change management and strategic management is to emerge as one of the most important factors of management. Due to the use of in many fields technologies such as production management, financial, marketing, human resources management, businesses have become strategic units and become the managers of the international markets. And businesses owe their power to technology (Afşar et al., 2016). It is also possible in the near future that artificial intelligence applications can be used more active in many areas, especially production management in business management. Although the concept of "organization" is used the concept of "formal" in the field of business management, organizations are social entities and are aimed at achieving their objectives. People interact with each other and contact with each other in organization. Consequently, every formal organization involves complex informal groups, and these informal groups are not created by the organization's management. Generally, groups have strong effects on organizational productivity and performance (Mescon et al., 1988). Nowadays, both with individuals who interact face-to-face with each other in work environment of the individual in organization are able to communicate informal at any moment via information and communication technologies; and within the working hours, provided that is not prohibited; individual can communicate with any person or group on all the world can be given an example of the work life and individual of the 2000's. Within this context, along with the individual is reanalysed in such a "new world", management and all related concepts also should be reassessed with this analysis.

3. RESEARCH METHOD

According to the theoretical framework aim of the study, the review of the literature on the subject has been concluded. In this paper, when was not previously a study on the concept of "Senism" which is a research subject as exploratory research, the concept of Senism was studied descriptively, and especially the fields of management like, marketing and human resources management, previous period studies in the fields of organizational behaviour, psychiatry, psychology and sociology also were reviewed. Within this context, Senism which is in the process of creating the conceptual infrastructure is classified as follows; firstly, you within me as inner, and secondly, me-you perception and fact between individuals in terms of communication, and thirdly, groups and you, and finally, the relationship between me within you and corporation or corporations. Firstly, the concept of you which is defined as inner, along with factors of consciousness level such as expectation of life, hopes, dreams, experiences, knowledge level of the individual, is to describe you within "me" which is shaped by the effects of unconscious (Şen, 2000). At the same time, Senism refers to the process of self-actualization of the individual. Additionally, Senism puts also emphasis that relationship between emotional and rational world of the individual, and that different roles which require different actions as a result of these interactions, what variables should be resolved (Şen, 2016). Whilst managing people and groups, especially neuropsychology, psychiatry and perception management subjects; examination of neuro-management subject and Senism relation with observations, interviews, case study, by supported experiments and surveys in the laboratory and social environment, creates the theoretical infrastructure of the concept of the Senism.

4. CONCLUSION AND DISCUSSIONS

Especially nowadays the management, not only in a restricted frame that includes the field of business management, has become a construction that will include corporations and all the stakeholders, especially the individual. The management of all decisions and processes, whether rational or emotive between the individual and all they interact with persons, is now involved research area of management science. Based on the fact that every field change is so fast and the effects are seen at a very high level, it is possible to say that the next period is pregnant that the individual is at the center interdisciplinary and multi-disciplinary management studies and that the new theories. For future studies, in terms of management and Senism, along with interaction with the variables associated with the external environment of the individual, the analysis of internal and external interaction of "you" which is including within the concept of "me" and the concept of "senism" is suggested as a subject of interdisciplinary and multi-disciplinary studies.

REFERENCES

- Koçel, T., (1998), İşletme Yöneticiliği, Beta Yayınları, İst., pp. 11.
- Ülgen, H., (1990), İşletme Yönetiminde Bilgisayarlar, İ. Ü. İşletme Fak. Yay. No:225, İst., pp. 116.
- Afşar, B., Ağcakaya S., Öğrekçi, S., (2016), Yeni Ekonomide Teknolojinin İşletme Yönetimi ve Girişimcilik Üzerindeki Dönüştürücü Etkileri, Ekonomik Sosyal Bilimler Dergisi, Cilt:15, Sayı: 58, pp. 753
- Mescon, M. H.,Albert, M., Khedouri, F., (1985), Management, HarperRow Publishing Inc., New York, pp. 461.
- Şen, E., (2000), Senizm, Senizm, Gül Yayınları, İstanbul, pp. 10.
- Şen, E., (2016), Advertisement, Consumption Culture and senism, New Media Conference, İstanbul, pp. 117