

# THE ROLE OF MANAGEMENT APPROACH TO PEOPLE – SOLUTIONS FOR MODERN SOCIETY IN CRISES TIME

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*Summary: We're living in a time when we're facing up with crises. Management is a universal process. Changes that are happening in the modern society today allocates the management as one of the driving factors for successful manage on all levels. People are those who need to push the pace to the finish for raising the standard of living. Through the availability of information and knowledge, are maturing up to the successful managers, which are established on good interpersonal relationships offering the best solutions.*

*Keywords: management, modern society, people, managers*

## 1. INTRODUCTION

*“When you're facing up with difficult times, you need to begin with work” -Tom Hopkins –*

As soon as we're concentrated on the event and activities that need to be taken to overcome the situation, and no matter how adverse event is, than sooner we'll begin to move things forward and improve the current situation. People are changing and in an instant and dramatic change in the demographic statistics have and will have huge impact on the global economy, economy therefore will be also unpredictable, misunderstandings and inaction in accordance with huge number of regulations in a steady increase can be fatal, non-compliance on regulations, the loss of reputation and the strong base of customers, like and the risk in offering weak services which aren't highly demanded, could destroy it every institution. In the modern living, also the increased competition causes crisis especially when the competition is using the impotence at some industry and gets the best economic offer available to it.

## 2. MANAGEMENT APPROACH TO PEOPLE IN CRISES TIME

To be able to successfully cope with the challenges that arise in the process of managing the in crises time, managers should possess a minimum of features, they need to be: *universally educated; able to take business risk; able to make decisions, to manage; excellent organizers; possessing a sense of motivating people; able to set goals and to mobilize resources for achieving those goals; to have sense of modernity and new trends; flexible; to have a sense of market monitoring of social goods and services, as well as the labor market, etc.* Depending on the level of the manager and the nature of the business that holds the institution, manager is directed, more or less to external communications, so based on that here certainly important role have the environment. Environment in itself covers all the institutions, processes, forces, etc. that are outside the institution, but which they're acting on to her success. *Uncertainty,*

however, depends on: the degree of change and the degree of complexity. The degree of change can be very dynamic and unpredictable, and then we have a dynamic environment. If the degree of change is minimal and predictable, then we have a stable environment. The degree of complexity represents another dimension of the environment. The complexity means coverage of many components of the environment that have an impact on the work and success of the institution, and thus the management team that leads them. So, it remains thesis that managers can only affect the environment, but not to define and create. Managers haven't the possibility create the environment, but they are crucial for the internal environment of working, in the institution. They should act convincing, motivating, stabilizing, to develop good interpersonal relationships, to inspire faith in the collective, and so on.<sup>1</sup> The problems of modern society have led many people to complain: "We live in terrible times. Yet, given the choice, no one today would prefer to live in any other time." Though we are rushing ahead towards the 21st century with the boon of technological benefits hand in hand, human life has not been so easy and comfortable as one really expects to. Technological advancement and competition in the market has not always turned to be prolific in nature. It also has turned out to be the provenance of hectic life, mental frustration, competition in the market along with the economic inflation.<sup>2</sup> Human capital is intangible and can't be manage on that way on which work, products and technologies are managed. One of the reasons for this is that the employees, of the organizations owns the entire human capital. If valuable employees leave the company, they take their human capital with them and any investment in which company has made for training and development of those people will be lost. For being build human capital in organizations, managers must continue to develop superior knowledge, skills and experience inside in their workforce. Employment programs are focused on identifying, selecting and hiring the best and brightest available talents. Training programs complement these exercises for employment, to provide more skills, especially in places that can't be transferred to another company if the employee leaves.<sup>3</sup>

### 3. TQM – SOLUTIONS FOR MODERN SOCIETY

When is total quality management (TQM) in question, then the present crises in its implementation is arise for two reasons. The first is the change. TQM require significant changes in the organization, methods, processes and behavior. In organizations needs time for them to do all that, and therefore changes sometimes are painful. Line workers take more responsibility and authority and become more accounted for their work. Supervisors which are experts and commanders are transformed into facilitators and coaches. Middle management who maintains the processes is transformed as solution for problems. The top management has to think differently, to become more aware of the presence and interaction with customers. The second reason for the crisis in quality is expectations care. With the increase of people's awareness of that how should look like the organization in quality, they becoming more sensitive in their behavior and to the problems of their organization also. That can create and awkwardness. This situation can be avoided through appositely planning. n the beginning of the process, expectations should be reduced to the least. Everyone needs to know that there will be setbacks, as normal involution, managers should be trained for interpersonal relationships, so

that they will be trained in crisis. Project for the first year should be simple and have a high probability to success. All improvements, no matter how big they are, should be documented and publicized. Progress periodically must be analyzed and in accordance with it and aims to correct.<sup>4</sup> Of particular importance for us is how to attract private initiative and private equity, which can only move things forward in social care. The answer is clear: in conditions of market economy, modern managers are needed who will be able to offer programs and projects for social sector development on economic grounds and will be able to attract a larger number of private investors. As a first step in opening the market of social services and attracting public and private investors, is establishment of data-base for the social needs of citizens in the local community and on the district level. The next stage is determining priorities, at the provision of social services in accordance with national programs, on the one hand, and the available resources, on the other.

#### 4. CONCLUSION

Modern managers are those who succeed to cope with the complexity and changes that come from the environment. Modern management and TQM influence in overcoming the crises, creating favorable climate in the organization and good interpersonal relations towards people on achieving the goals.

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