CONTEMPORARY CHALLENGES IN INTEGRATING HUMANISTIC VALUE IN BUSINESS AT GLOBAL CONTEXT

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ABSTRACT

Humanistic value is a distinct perspective on management in which people matter. Humanistic management is an approach to management theory based on the idea of human needs and human values. Employees are seen not merely as economic assets valued primarily for their productivity but as people with complex needs and a desire for meaningful and varied daily tasks. Implementing humanistic management concepts is difficult due to the complexity of human behaviour and of ethical questions in general, and it has many challenges. More recently, business ethics and corporate social responsibility have been included in the concept. The challenge in any form of business ethics is that the topic of ethics is confusing and complicated. Even with the best intentions, it would be hard for a business owner to consistently know what the best ethical choice would be in any given situation. To address this question, as a future entrepreneur interested in humanistic Management could research different philosophies of business ethics and adopt one as a consistent guideline for decision-making.

Key Words: *Humanity, Humanistic Management, Entrepreneur, Business ethics and Corporate social responsibility*

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INTRODUCTION

"The humanities including the study of languages, literature, history, jurisprudence, philosophy, comparative religion, ethics, and the arts are disciplines of memory and imagination, telling us where we have been and helping us envision where we are going."— The Heart of the Matter (Report of the American Academy of Arts & Science's Commission on the Humanities and Social Sciences to the U. S. Congress in June 2013)

"HUMANITY IS UNDERSTANDING AND KINDNESS TOWARDS PEOPLE" Although humanity has different perspectives it majorly indicates the understanding of people and being kind to them. Humanistic management aims to create a more balanced relationship between those things that can be exchanged on markets and those that are not but make life worthwhile that is human dignity and well-being. Markets are an important tool and can help protect dignity and contribute to well-being, but our organising practices need to encompass an understanding for inherent value and values that matter. Humanistic management therefore creates a higher awareness of which we are as human beings, what matters to us, and how we can lead a good life that does not cost the earth. It recognised the importance of the social needs of the individual workers and the effects of group dynamics on efficiency and productivity. It expanded the traditional list of workforce motivation beyond tangible and economic factors.

An example of humanity is the Sensitivity training at a place of employment is an example of the humanistic perspective, where individuals are taught to view those with whom they work as having the same needs and desires as themselves. It is a way of downplaying differences in physicality, culture, skin colour, and belief, among other things.

Another example of the humanistic perspective is for a person to focus on their strengths rather than their faults. The individual is encouraged not look past his or her flaws as he or she works toward a more satisfied, more complete life

In the humanistic perspective, it is generally regarded that all people have similar needs throughout the world, emphasising the similarities between all members of the human race rather than the many differences. It is an approach that believes human relationships and interactions are of paramount importance. The humanistic perspective includes the idea of

self-help that a person can be responsible for their own happiness, and that an unhappy or dissatisfied person can make changes to his or her whole life that will result in their eventual happiness and self-actualisation The humanities and social sciences provide an intellectual framework and context for understanding and thriving in a changing world. The ability to adapt and thrive in a changing world is based not only on instruction for specific jobs of today but also on the development of professional flexibility and long term qualities of mind: inquisitiveness, perceptiveness, the ability to put a received idea to a new purpose, and the capacity to share and build ideas with others.

CHALLENGES IN INTEGRATING HUMANISTIC VALUE

Corporate social responsibility is among the top challenges companies face when expanding into new markets, especially in developing regions. Business practices that are acceptable locally are frequently at odds with the values of the company and the laws of its regulatory agencies. This creates a tug-of-war between social responsibility and the need to be successful in those markets, which can turn into significant risk. First business person need to deepen their institutionalisation of human rights considerations, looking at their systems, procedures and staff incentives and allocating adequate resources to better translate their policies into practice. A strategic use of human rights strengthens these trends, paying attention to the need for free, informed and meaningful participation which can be institutionalised. Commonalities across agencies include the focus on positive approaches, the tendency to see human rights through a governance lens, growing efforts to mainstream human rights in other sectors, continued difficulties with human rights dialogues and conditionality, attempts to use human rights strategically at a wide range of levels.

The major challenges are,
- Maintaining sustainable business relationship with government, business partners, trade unions, sub-contractors and suppliers.
- Undertaking a high-level mapping of key human rights risks in the company's value chain to help prioritise further due diligence.
- Integrating human rights considerations into merger and acquisition (M&A) and procurement processes.

EFFECTIVE HUMANISTIC MANAGEMENT

Effective management is achieved by designing jobs to maximise employee potentials, and meet their highest levels of needs. Job design and motivation theories are effective in enhancing high control and productivity. People commit to an organisation when jobs and work environment fulfils and leads to self-actualisation. Meeting higher-order needs of employees is the most effective way of enhancing employee productivity. Human Resources Perspective Meeting higher order needs promotes commitment and productivity of workers. The role of organisational managers is to develop and support employees in unlocking their potential. Employee retention promotes productivity and progress of an organisation. Factors which have contributed to successful change in the agencies reviewed have included a supportive international and domestic political context, senior level commitment, accountability and communication, strengthening of staff capacities and incentives, provision of new tools and procedures and adaptation to a decentralised context.

The humanities remind us where we have been and help us envision where we are going. Emphasising critical perspective and imaginative response, the humanities— including the study of languages, literature, history, film, civics, philosophy, religion, and the arts— foster creativity, appreciation of our commonalities and our differences, and knowledge of all kinds. The social sciences reveal patterns in our lives, over time and in the present moment. Employing the observational and experimental methods of the natural sciences, the social sciences—including anthropology, economics, political science, sociology, and psychology—examine and predict behavioural and organisational processes. Together, they help us understand what it means to be human and connect us with our global community. Researchers in the humanities and social sciences should be encouraged to apply their work to the great challenges of the era as well as pursuing basic, curiosity-driven research. Many public and private organisations contribute to the scholarly and public vitality of the humanities, social sciences, and natural sciences. All enhance the pursuit of knowledge, improve policy-making, and demonstrate in real and tangible ways the essential benefit of these disciplines to the nation. Each organisation has a role in advancing the recommendations of the report, and all should work together to provide a much-needed, vigorous voice to champion humanistic and social scientific work for every level of Indian society.
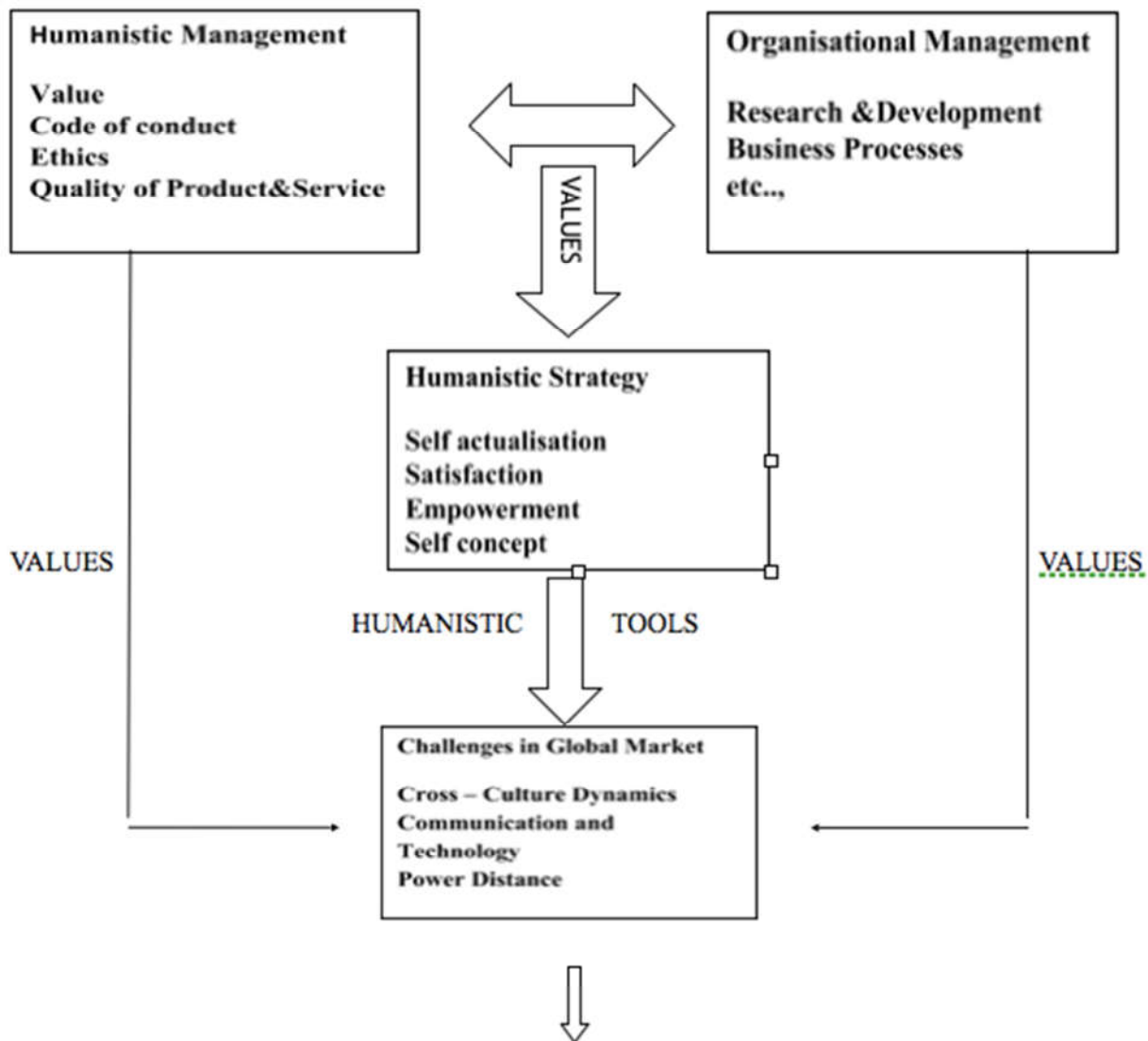
STRATEGIC HUMANISTIC EMPOWERMENT MODEL AT GLOBAL LEVEL

Figure 1: Strategic Humanistic Empowerment Model at Global Level

EXPLANATION

Modern organizations can adopt various strategic humanistic planning practices to enhance employee satisfaction. The form and structure of an organization's human resources system can affect employee motivation levels in several ways.

Continuous training, employment security, performance appraisal and alternative compensation systems can motivate skilled employees to engage in effective discretionary decision-making and behavior in response to a variety of environmental contingencies. Recognizing the importance of strategic humanistic planning in achieving flexibility in an international context expands the types of research questions related to the role of strategic humanistic planning functions in organizational performance, such as selection of human resources, training, and compensation and performance appraisal.

Selection of human resources: As it was, stated organizations today are making abundant changes internally to cope with a highly turbulent external environment. With frequent reorganising, downsizing, rightsizing, flattening the pyramid, teaming and outsourcing taking place, selection of human resources also shaped by the fact that many people are experiencing major difficulties in their attempts to adapt to the uncertainties of career life. Modern organizations try to adopt a pluralistic approach to career management that embraces different definitions of career success.

Recognizing the diverse needs of employees enables the organization to reward and maintain diverse competencies in their workforces. Selecting the right person for the right place becomes a more sophisticated process since internal changes in organizations have a straight impact on traditional methods for selection of human resources problems

In organizations, where a humanistic plan exists, the preparation of the strategic humanistic planning may driven by external forces. The most obvious of these are the requirements of external agencies providing funding for either start up or expansion. The form of the plan may vary between the agencies but the strategic humanistic planning is the minimum document required by any financial source . In addition to its role in humanistic funding, the humanistic plan may serve as a strategic planning document for the entrepreneurs, a plan to guide the humanistic and serve as a basis for taking strategic decisions and it may serve as a subsequent monitoring device.

By highlighting the way in which strategic humanistic planning extract international competitive advantage from distinctive, company-specific aspects of their humanistic management, the resource-based perspective draws attention to organizations motivation for transferring particular humanistic strategy practices between national business systems. It also encourages a focus on the role and behaviour of subsidiaries in the dissemination of practices.

SUGGESTIONS

- Use contractual negotiations and agreements to set expectations and gauge a partner's understanding of key issues.
- Ensure the company will have access to information about human rights issues and that concerns will be heard.
- Think proactively about how to align ways of working and address any identified issues following a merger or acquisition.
- Discuss the situation with the business partner to understand the issues and develop a response.
- Offerr training and capacity-building support to the business partner and build common expectations and ways of working.
- Workout the consequences that we could face with partners
- Making sure that the person or company understands the policies and procedures of humanity in practise
- Understanding the stress levels of employees and providing them time and space
- Creating a unique working atmosphere
- Adopting to humanity-friendly policies in a organisation
- Handle the problems and conflicts with root cause analysis and humanity
- Use your company's influence or leverage to encourage the business partner to address issues

CONCLUSION

As the world becomes smaller due to economic, political and cultural globalization, people have to bridge the differences in the very same areas to find some common ground and ensure progress to the whole mankind. Making progress towards a more sustainable and more equitable world is an imperative, not an option. Peace and social cohesion depend on it just as much as the very capacity of our planet to support life. Sustainable development and further growth opportunities are possible only if there is a space for humanity Management, humanistic values and human dignity. The humanistic management must be aware about sensitivity to employee needs for privacy and confidentiality. Management's feedback is essential in gaining the maximum benefits from goal setting and moreover performance feedback should be timely, specific and behavioural in nature.

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