

Relationship of Management Psychology with Spiritual and Social Values

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ABSTRACT

In this article, in order for an organization to work effectively and precisely as a system, it is necessary to have a perfect understanding of human psychology in terms of maintaining the values and traditions of the team, along with all the norms in the psychology and ethics of employees.

KEYWORDS: Mission, sociological, personnel, strategic, integration, communication, information, horizontal and vertical

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It is known that the effective and clear functioning of the organization as a system is determined by the implementation of the norms and decisions adopted and applied in it. There are a number of factors that govern the life of an organization in this way, including norms, community values, traditions, and a mission that expresses the overall purpose of the organization, and these aspects are embodied in the so-called organizational culture.

It is important that the normative aspects of the organization are not blindly accepted by employees, but are in line with their personal interests. Such a combination allows for the introduction of some human-specific spiritual processes within the organization and the analysis of the organization. In this regard, the priority ethical standards that serve and implement the interests of the organization constitute the culture of this enterprise.

Unfortunately, there is still a one-sided approach to the definition of organizational culture. The interpretation that the culture of the organization consists of values, norms and normative features inherent in this community is a feature of most

sociological and management approaches. This approach is partly based on the translation of the phrase that exists in foreign literature. In order to ensure the full content of this translation and to avoid a one-sided definition, it is important to understand the culture of the organization in harmony with the internal, spiritual aspects of the team.

In this case, the spiritual side of the organization, the inner world of the staff, the ideological and spiritual unity is central. In this regard, in order to better understand the concept of organizational culture, we consider it appropriate to enrich it through the term organizational culture. Organizational culture is the result of the organization of all the forces and capabilities of the enterprise to achieve the main goal. Organizational culture is a form of organizing a balanced movement between employees and departments in the pursuit of a common goal. Such an event is based on the values, norms and traditions adopted by employees throughout the organization. The better the organizational culture, the faster and more efficiently the company achieves its goals.

The essence of organizational culture is not only the normative aspects adopted at the level of the organization, but also the understanding and acceptance of these norms by employees. In short, the normative aspect of an organization that is consistent with the values, intentions, and aspirations of employees is the culture of the organization.

Nowadays, the term “management culture” is used in a number of literatures. Management culture is a process carried out by the administration of the organization, which differs from the culture of the organization. Management culture is the initiative and will of the leadership, that is, it is an aspect of management policy. The culture of the organization is a state of acceptance of this policy by employees, harmonized at the level of personal values and behavior.

Organizational values are also called “corporate DNA” because it is this aspect of the structure that ensures that the enterprise responds optimally to changes in the environment, making changes for the better. In the Western economy there is a gradual transition from organizational values to value business. At the same time, the organization not only acquires values, but also carries out its activities on the basis of values. An example of this is the fact that in the early 1980s, the late detection of a negative effect of one of the drugs produced by the pharmaceutical company Johnson and Johnson caused more than \$ 100 million in damage, which led to the company's collapse. The leadership of the organization promoted the idea of "Human health is better than income" and put social responsibility at the forefront of its activities. As a result, the company not only survived, but in a short time again gained the trust of consumers.

Value management and implementation activities solve three tasks: the first task is to identify values that are strategic for the departments of the organization and important for each employee, and integrate them at the level of organizational values; the second task is to promote the values consistent with the strategy of the enterprise through the planned policy of personnel management; The third task is to change the values that hinder the effective operation of the organization.

Another aspect of personnel policy is the fact that the staff of the enterprise has a common view of the processes, events, things and happenings in the organization. Consensus is the same approach to common aspects of interaction.

The above-mentioned organizational and cultural aspects represent the spiritual world of the

organization and play a key role in strengthening the capacity of human resources.

Communication in the organization the concept of communication. When applied to the field of management, the word communication means “the process of transmitting information in order to establish interoperability in the organization”.

The application of “information theory” in the analysis of the organization’s activities has revealed guidelines for further improvement of management.

As data transmission is accepted as the basis of communication in the organization, there are two main types: horizontal, i.e. the exchange of information between employees in the same position, and vertical, i.e. at different levels of the organizational system. In turn, the vertical exchange of information can take two forms: a) from top to bottom, i.e. from top management to lower level managers and employees b) from employees, lower level managers to administration.

Nowadays, the development of society is unimaginable without the exchange of information. The main focus in any field is to have up-to-date information in a particular area. According to a study by the Institute of Management (UK), the most dangerous risks for modern business are:

- Loss of position (reputation) (50% of respondents);
- Loss of its position in the commercial market (55%);
- loss of authority (59%); - fire occurrence (62%);
- Loss of access to information technology (82%).

In this situation, access to information is important not only globally, but also at the organizational level.

The exchange of information in the organization is a key factor in ensuring the social “viability” of the enterprise. Organizational communications differ not only in the way data is received and transmitted, but also in the efficiency of data transmission. According to Western research, only 10% of information is lost in a horizontal data exchange, and 90% of information is transmitted correctly.

The data transmitted in the vertical direction is completely different. According to researcher Killen, only 25% of the information coming from the management of a large company is received and understood by employees. The amount of information received by the head of the department is a little more, it is 30%. The head of the shop has 40% of this information. However, bottom-up data is even more surprising. Only 10% of the information sent by employees reaches the highest management. This is

probably why some advanced companies are now actively developing horizontal and vertical communications. In order to improve this area, many companies have Internet access, so that each employee has access to information that is important to him / her throughout the organization. There are cases when an employee of a large company working in one of the international branches can send a message to the central administration and wait for a response. Such activities are carried out by organizing as direct communication as possible in vertical relationships.

The lack of information exchange throughout the organization leads to various rumors and misinformation about the management. The fact that the basic information remains at the top and does not reach the lower levels leads to various misunderstandings in the behavior of employees directly involved in production. For example, informing an employee about why such a decision was made, why we are producing this product, and how long it will take, will give him a sense of belonging to the organization, a sense of responsibility for the life of the organization. The division of general responsibility among employees depends in many respects on the sharing of information, the provision of information to all participants. According to the well-known psychologist A.L. Svetsitsky, as a result of providing the employee with information about the company during the shift, labor efficiency can increase by 10-30%.

Communication in the organization can be compared to the blood vessels that supply the body with nutrients. Management decision-making and its

implementation, new changes in the life of the organization, information about the remuneration of employees - all these are factors that need to be notified immediately by members of the organization.

The organization of communication, i.e. the transmission of information throughout the organization, also has its own characteristics. There is information that is disseminated from management that can reach the employee in its entirety, but there is also information that is relevant to management, and this method of transmission must have special screening filters and should be distributed only through the necessary administrative layers. In particular, the complete transfer of available information can often adversely affect the management of the organization. The spread of detailed information about production, sales, and employment of employees can lead to very tragic consequences. For example, a planned event to reduce staffing.

Information management of the organization requires a special approach and skills, entering into a special set of social technologies. The ultimate goal of such an event is to guide the employee towards the desired goal. As a result of informing the consumer about the plans and future products of the organization, a certain need is formed in the consumer, a positive social opinion about the company is aroused.

Conclusion: Information management of an organization requires a special approach and skills to enter a set of special social technologies. The ultimate goal of such an event is to guide the employee towards his or her goal. As a result of informing the consumer about the organization's plans and future products, a certain need is formed in the consumer, a positive social opinion about the company is aroused.