



## Globalization and its Different Perspectives from Management Viewpoint

Saber Ghorbani

Department of Management, Sarab Branch, Islamic Azad University, Sarab, Iran

---

### ABSTRACT

Concepts in the field of management science are the most fundamental elements and the smallest components of theories and yet the most damaging part due to the possibility of misunderstandings and provoking endless debates, especially in the early stages of theory formation when the theory did not explained its main concepts. This problem becomes more complex when carelessness theoretic text translation and inconsiderate special words replacing in target language added to this. In this discussion, primarily, the governing concepts separated, and then each of them evaluated in terms of management field generally and strategic planning specifically.

(System approach) is primarily a fact about the qualitative and quantitative saturation of world and the increasing correlations between the individual components forming it and in the same, without formation of a new mentality about the situation and coming to beliefs of significant portion of people it would not achieve its objective. However, productivity is a common term for that part of theoretical literature on this emerging phenomenon, which is fairly trying to explain the causes, process analysis, prediction of the path, and its direction in the past, present and future. This term also have common application and sometimes referred to the processing and involuntary characteristics of this phenomenon. One of the common problems in productivity discussion is the disorder within theoretical, strategic, and executive levels.

**KEY WORDS:** System approach, productivity, globalization, strategic, paradigm.

---

### 1. INTRODUCTION

Management concepts used in these theories derived from objective facts, rose from relatively familiar issues, and expected to not be misunderstood. However, due to negligence on the precise definition of these concepts in their use in the subsequent interpretations, there are often detrimental uncertainties and unnecessary complexities. This seemingly initial and small defect in the management sciences to a big problem, due to the different perceptions and provoking cheap debates, and wasted the energy of many of the intellectual elite of managers, especially in the consumer and follower countries. Therefore, it seems that conceptual semantics is the clearest way to consider the issues that would face such a conceptual confusion in its transfer process and before theoretical and academic developing have ended up in journalistic abuses. In addition, until surveying this early phase accurately and coming to a theoretical agreement, there is no hope to achieve deep theoretical discussions and empirical and scientific evaluation over it.

In this paper, before anything else, we tried to recognize the similar concepts clearly and precisely since sometimes in common usage, erroneously, they used interchangeably and with all notable distinctions, they have mixed together and deviated discussions from their logic direction leading to disrupt researchers' understandings.

### 2. SYSTEM APPROACH AND PRODUCTIVITY

System approach refers to the phenomena that started with the beginning of human life on earth and after gradual expansion of residential communities and reaching the required level of compression and density of population revealed its reality.

(System approach) is primarily a fact about the qualitative and quantitative saturation of world and the increasing correlations between the individual components forming it and in the same, without formation of a new mentality about the situation, and from the aspect of focusing public attention towards itself, is a new and recent phenomenon. Until now, the following terms used for it:

- 1 - UNIVERSALIZATION OF THE PROBLEMS
- 2 - PUBLIC SYSTEMS THEORY
- 3 - THE END OF GEOGRAPHY
- 4 - MINIMALIZATION OF THE WORLD
- 5 - THE RISE OF THE GLOBAL ECOSYSTEM

---

\*Corresponding Author: Saber Ghorbani, Department of Management, Sarab Branch, Islamic Azad University, Sarab, Iran.  
E-mail: Ghorbanisaber14@yahoo.com

Population growth rates in the early stages of life on earth following the normal process of exponential growth accelerated from improvements in level one technology and level two technologies i.e. health care sciences. Therefore, it achieved level three technologies i.e. technical advances in the communications field and this endless road of development allowed human to shorten the distances and the people who trapped in their social and living environment space reached the international borders and became familiar with the phenomenon called system approach.

In the expansion processes of life in the residential quarter of earth and eliminating distances within, as well as positive incentives, his materialistic and political avarices has helped him. Moreover, World population growth and added interactions had created common problems, shared understanding of problems, and tied up people's destiny together, in other words, the size and importance of personal, local, and national issues decreased in favor of collective, regional and universal issues. System approach involved contemporary generation with such a common issues that they did not have any image of them. The appearance of common deep issues by itself, have made common understanding about the issue and helped the system approach, its perspectives, concerns and human expectations of themselves and of others.

The current ecosystem is directed small populations that live in the developed and industrial societies. (wilger / Atazadeh 276:1380)

Whether determining a responsible could solve this problem or with the development of visions and thoughts based on system approach, the productivity and efficiency of each outcome should measure to correct the data and prevent the unwanted outcomes.

Because assuming the world as a single place and find it as a whole makes us believe that problems are common and are in the size of organic community. (Robertson / Pouladi, 1380: 6-275)

Some of the famous indicators of system approach in current world, as a real fact came in the interpretations of some theorists as follows: Challenges and insecurities. They used the term 3T as recognition of new status.

They believe that:

- 1 – TRANSPORTATION IMPROVEMENT
- 2 - TELECOMMUNICATION FACILITATION
- 3 - TOURISM DEVELOPMENT

Are three important properties of systemic world.

The loss of cultural integrity and consistency in national societies caused the emergence of human relations in the form of "virtual communities" that lacks spatial property. In addition, it followed by the emergence of new phenomena such as commercial information rather than goods, growth of electronic economy and international financial markets importance of time control rather than place control, threats of environment destruction, risk of nuclear war and AIDS. (Robertol / Pouladi 1380-227)

Productivity as a fact, as many other social and objective phenomena quickly attracted attention of management theorists, and became subject theorizing issue for economists, policy scientists, engineers, and industrial strategies in the recent decades. Productivity is a common name for that part of theoretical literature about this emerging phenomenon that is trying to explain the causes, process analysis, and prediction of the direction and purpose in the past, present and future.

This idiom also has a more common usage to refer the process and the substantive nature of this phenomenon. Productivity as an approach is as a new tenet supposed in order to fill the Palladian and explanation gaps after fall of WIN - LOSE paradigms. Although, because of the existence of WIN - WIN paradigm, it still do not have a strong position to become the dominant tenet. Moreover, it is not yet at a strong approach needless of explanation, and reference to reality. The world slippery condition in the last two decades due to the complexity and large dimensions (the Vafayi's acceleration principle 14:1380) not only rejected any proposed of the patterns of explanation, but with showing more new faces, reacts to these circumstances. With a quick look and a brief comparison among the set of ideas, it seems that despite of significant differences, there are common characteristics keeping them closer to each other and puts them In the not so determined path of single idea.

Some of the mutual characteristics are as follows:

Although, the desire to "predict" Industrial and economic developments and their future directions is one the main characteristics of theories, but this demand in new theories, has been presented more than usual, and therefore they became kind of "predictive claims " (PROPHETIC).

Because the environmental changes occurrence are so fast that, most forecasts remain just predictions, the responses of people will be uncontrollable, and thousands of factors that analyzed and prioritization in system approach have low degree of stability. Strengthened interest in these theories mostly rose from relations between the fields of theory, experience, and application in recent periods. Persistently demanded strategies and programs from recent theories, threatened them with falling into "Prediction" that is a serious damage on human's theoretical

and logical foundations. Although, most of the old and new ideas at this level have western origins, but most important trait of the recent theories is that, they are "Western based".

This means that by assuming that they are western based, the rest of the world are their followers. Western perspective, caused damage to the scientific dignity and impartiality of these theories and. One of the most common joints of proposed theories in respond to issues of effectiveness and productivity factors in comparison of world events, is the importance they pay to "culture" and its associates like "religion," "values" and "ethics", however, they might have adopted different positions about them.

### **3. STABILITY MECHANISM IN PRODUCTIVITY VIEW**

"Productivity" as a realized fact and "systems approach" as an occurring process predicts that, with development of 3T theories tend to general systems theory and gradually will find a strategic nature.

If we well know the fact called holism who confirms this process, then we will recognize that scientific trends in global arena cannot be indifferent, so it is natural that in terms of current situation assessment, at least two theories, promotes the comparative advantage and superior technology. If the West and its governing powers, such as multinationals corporations and powerful international media, in addition to strengthening the mechanisms of globalization, are promoters of global ideology, is due to exclusive advantages and features they have and can confiscate all the blessings and opportunities of globalization.

Human vision, if does not rely on the human nature, then it will be limited just on benefit relationship and the profound essence of human ignored. The essence that, human can gave perfection and his reality through it.

Nowadays, all people have a relative knowledge of each other, and they are trying to lead the holism vision to increase productivity to achieve superior technology by its comparative advantage so we will live closer and closer in a single unit. Therefore, we will be more aware of each other and our special interior.

Now we can look into a kind of reality and holism humanity. Humankind derived from a common root, even with more branches than ever and it plays an important role in achieving and establishing an authentic human life. Therefore, if a part of this experience is a growth process, namely human respect to what gives him sublimity, without it he is nothing, and with it, he is continuous and integral part of the whole of humanity, then this is indeed the idea of humanity. In this case, all management areas, regardless of their differences, if they can rely on common interests and backgrounds that is the idea of wrecked, and will increase the productivity of the factors under its authority; of course, it is primarily required that different perspectives make room for motivation and creativity and also responsibility and accountability.

The peace in the world needs the attempt to establish a productive system approach across cultures and of course, it hates dominance of one idea over others. Hence, the necessity of having intellectual and cultural differences is an effective factor in ensuring of consideration of holism in lifestyles.

If we accept the old proverb that says, war is much more important to handle just by generals then, we can say that the development of systemic thinking across cultures is much more important to handle just by managers and professional strategists. The existent holism and system approach across peoples and cultures in the world could shape the fate of the planet from a bounded a predetermined world to an infinite world full of new things.

### **4. RESULTS**

There are different statistics and approaches about globalization and its dimensions among which, the best and most complete is system approach to globalization. In this globalization approach, system approach in all aspects of human life, including personal, social, political, cultural, and economic relationships is going to happen with centrality of economics.

We can define globalization as intensification between relations across the world in which communities linked together so that local events could affected by events far from them. In this case, globalization is a multi-layered and multi-caused process and full of probability, uncertainty, stability, and instability. Globalization includes regulated interdependence between all social relationships on planet earth. In a globalized context, no particular relationship with set of relationships can exist separately. Each of these relations connected to the others and regularly affect by them.

This effect as a causal chain is not unilateral, but includes common interactions in terms of bilateral and multilateral causal. (Robertson / Pouladi 42:1380)

Thus, globalization as a whole and organic system with large political, cultural, and economic aspects that creation of global definitions, international regulations, and international organizations in each of three aspects is required.

In the economic globalization through the WTO, international banks, multinational corporations, the emergence of a common market in Europe, etc. economic structure deeply changed all over the world even in countries far away. All people have affected by global markets function and participating in the international division of labor. One of the common discussions in globalization that brings difficulty to secondary analysts, like us, is the disorder between theoretical, strategic, and ideological levels of it.

As mentioned (globalization) is one of the ideas that in the age of application of theories have an excellent desire and talent to descent to the strategic and even ideological levels.

A survey of related literature shows that the volumes of the strategic literature is much more than of the pure theoretical literature, and have the greater interest and attention.

One of the characteristics of the present era is that, science and knowledge are applying more than ever, and position of "strategic" theories raised in comparison with purely theoretical discussions. On the other hand, the disreputation of some management ideologies, cultures, and theories, had helped to turn toward "strategic" views. Today, the theoretical reflections do not remain on "descriptive" presentation level and quickly leaves the "theoretical level" to meet the demands of practical applications, and with no appetite for involvement in the (ideological challenges) the maximum time and effort spent to strengthen and detail (strategic discussions).

Therefore, in the discussion of global phenomenon, we encounter a large amount of literature that are mainly strategic or that have been soaked on it. Due to dominance of this strategic view, this phenomenon became an issue for challenge between stakeholders and weighty sides and an arena for expert strategies instead an issue of analysis. Approaches like (identification) vs. (solidify) of the world, (unitizing) vs. (increasing diversity), (uniformity) vs. (homogeneous), (supremacy of the American lifestyle) and concentration of power that are following discussions of globalization and comes from exciting prophecies of its upshot.

Discussions that recognize the current trend of globalization as a new and more advanced way of old imperialistic are considering the ways to turn threats into opportunities, and issuing instructions to resist are in the same framework. However, it should be noted that efforts for globalization of an idea or procedure, were available from the distant past, but only in the recent period, there is unutterable possibility provided for it. Like in Nazi Germany and Soviet socialism, imperialism in Britain, Catholic Church and ... As the efforts of this kind that never gained the success in ever expanding, like modernity. (Robertson / Pouladi 361:1380)

## 5. CONCLUSION

In this paper, primarily, the definitions and perceptions of various experts about system approach, productivity, globalization, and our position presented. Although the discussion started from system approach and ended to globalization, but in essence this argument is more or less vague. In recent years, however, that the development of system approach recognized to be simultaneous with globalization that simultaneously considered integration of culture and language, policy and management, religion and national values of countries, but the clearest thought is the economic or commercial globalization.

Globalization with system approach infrastructure, comes to productivity when, in addition of adding or removal of geographical boundaries and time intervals, it stopped nationalism and actual religious freedom, immigrations due to the injustice, and deep influence of beliefs and values of nations. Globalization process includes benefits or disadvantages for countries. However, high export figures in Islamic countries indicate that this process of globalization is in favor of developed countries and detriment for Islamic countries. Globalization process was existent from beginning of human history and since then its effects were growing.

Globalization is a recent process along with other social processes, such as post-industrial, capitalism, and post-modernism. Driving force of globalization is the only creator of the universe and humanity, the eminent God who proposed unit society and holds no price for geographic and political territories.

Holism followed by monotheism, the reference unit value, and unit ethical and legal rules. Globalization, which was the product of a system approach that introduced comparative advantage and superior technology to increase productivity of existing resources and led to thought of modern humans, a creature caught by his creation.

He created a phenomenon that can no longer control it and gone out of scope of his authority. Uncontrollable technology should accompany with the rapid movement or it left behind. Today's world is accelerating and transformative. World, at any moment, moves towards the unopened horizons and no one can stand against this new trend. Old and new borders mixed and new attitudes left no room for traditional views. In previous world, life was limited, everyone was living with his own values, beliefs and ideas, and was not faced with serious challenges and devastating question, but moving to globalization through system approach, every day a new question will be encountered.

With propagation of media in particular, and 3T in general, the concepts in the political, cultural, economic, and industrial paradigms will stabilize.

#### **REFERENCES**

- Sahebi, Mohammed Jawad, globalization of opportunities and threats, Qom, Nemune publication, 1382
- Vafayi zadeh, Mohammad Reza, systemic productivity, economy for management, 1379
- Vafayi zadeh, Mohammad Reza, productivity and its impact on strategic planning, economy for management, 1379
- Robertson, Ronald, globalization, social and cultural theories, translated by Pouladi Kamal, Tehran 1380
- Wilger, John, policies of universal ecology, translated by Attarzadeh, Mojtaba Institute of Strategic Studies, 1380