Technology of Social Management in Organization in the Russian Federation: The Theoretical Aspect

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Abstract:

Annotation: The problem of management of social development in organization is relevant especially nowadays when the Russian economy is subjected to new phase of the crisis. The using of social technologies of management of organizational development allows improving greatly handling organization; it significantly reduces the influence negative external and internal socio-economic factor.

Keywords: Social policy, the technology of social management of, social development in organization, administrative work, motivation of staff.

1. INTRODUCTION

Social management is a complicated process, which is currently the focus of attention of sociologists, political scientists, managers, psychologists, etc. On the one hand, this is due, to the fact that Russian society recognized the need to consider social policy, on the other hand the fact that the actions are aimed at social support of the population and state workers are insufficient with commercial and government organizations. At the same time, it increased steadily in the beginning of the XXI century an interest in social management.

In modern Russia, where is an experiencing a new phase of the economic crisis, the studying problem of the social development management principles of the organization is particular relevance. "There is transformation of the social environment under the leadership of not only commercial but also government organizations, the task raises the problem of adaptation to new challenges" [Nuridzhanov 2009: c.3], which increases the importance of applied social technologies. The increased confrontation with the European countries and the United States makes it necessary to review the prospects for social development organization managers of small and medium-sized businesses.

Despite the large number of research projects, what ate dealt with the analysis and description of the development of social enterprises, an actuality of this problem persists. If it is initially the study of factors. They are affecting the social development of the organization, going on from the perspective of economics and law now, this problem becomes as the object of study of management theory.

Technology of social management in organization, including social valuation methods, social stimulation and social regulation, suggests the achievement of social goals through the formulation of social problems, to improve the quality of people's lives.

2.   FORMULATION OF THE PROBLEM

The concept of "social technologies" is a key element of the theory of organization and management practices. Social technologies allow timely to resolve social conflicts, to relieve stress, and to make better management decisions. Moreover, they are essential and conditional for ensuring economic stability and survival of production, also to ensure its development.

The effectiveness of the organization of social management technology is beneficial to the organizational behavior of employees; it helps to achieve the strategic goals of the organization, so the development of social management technology is a major challenge facing the Russian business community. However, as practical experience shows, the majority of Russian managers insufficiently understand the need for the integration of scientific research in the management process. In this regard, the study of the social problems of organizational development of management technology in enterprise is an attempt to prove the effectiveness of the scientific approach to the management of the phenomenon.

3.   "SOCIAL MANAGEMENT": THE MEANING AND TYPES

The emergence of social management is associated with the origins of the social organizations. It is the management of people, who are united in large and small social groups (organizations). Management "provides the ordering of natural and social systems, in accordance with the defining of the emergence and development of the objective and subjective conditions" and "it creates a mechanism of change and development of these systems when it changes the conditions of their existence" [Krasnov 2010: p.491].

The Russian management theory of social control is considered as an integral phenomenon. "There is a complex hierarchy of management actions in the economy, politics, culture, education, etc. In epistemological terms, we may also speak about a contradiction between the level of specific scientific knowledge of the fragments of social management - management policy, management, management education, science, health, and culture - and the level of general theoretical study of social management. Because of this, we can fix the patchiness of knowledge of social management, the lack of completeness "[Morozova: p.122].

Social management supposes an impact on society in order to regulate and maintain its completeness as a complex social system. It is a conscious deliberate process of interaction between people and their associations, in which some people and their associations have a regulating effect on other people and their associations.

Depending on the goals, objectives, functions and management procedures are marked the following types of social control: (1) public management (in the field of organization and functioning of the State); (2) local management (municipal administration, local management, public administration); (3) social administration (management of social associations and non-profit organizations); (4) commercial management. Management is in commercial organizations and is created for profit.

Difficulties in solving social management of tasks consist in the fact that the objects of administrative influence, they have their own needs, interests and values, which largely determine their relation to organizational and administrative activity in the organization.

In the context of the changing socio-economic conditions, the question arises the need to improve the management of efficiency. In these circumstances, importance is the formation of a "competence-style" of management.

4. SOCIAL MANAGEMENT AS PART OF THE SOCIAL POLICY OF THE ORGANIZATION

Social policy in the Russian Federation is aimed at improving people's living standards, providing them with the necessary social support.

The objects of social policy are population, social communities and individuals.

The subjects of social policy are the public authorities, non-governmental organizations and associations of citizens.

Nowadays, the Russian Federation the following areas of social policy are created: (1) the level of protection and quality of life of citizens; (2) providing assistance to the poorest families; (3) assistance to citizens with children, the disabled, pensioners; (4) The issue of assistance in case of unemployment; (5) the provision of social insurance policy, the minimum wage for workers; (6) protection of health, the environment, education, development is mainly due to the state; (7) carrying out an active policy, what is aimed at supplying of the qualification.

It can safely say that the social policy of the Russian Federation is based on social values and social needs of society [these questions were previously considered in Adonina, Fissenko, 2015; Lee, Fisenko, 2014; Smoliy, Fisenko, 2014; Fisenko, 2015; Fisenko, 2015; Fisenko, 2014; Adonina, Lazarev, Fisenko, Chernova, 2015].

Special attention should be paid to study the connection between social policy and the level of development of the organization. The management of social development organization is represented a set of methods, techniques and procedures to solve social problems by taking into account knowledge of regularities of social processes, analysis, and social norms.

Social policy of the organization is as part of the personnel management policy, and it carries out the functions connected with the reduction of conflicts, the formation of a favorable social and psychological climate, the improvement of relations between employers and employees, attracting new employees, creation of a favorable image of the organization in the public eye. Thus, the main objectives of social development of the organization are to improve the professional qualification of employees, their educational, cultural and technical level, the number of workers control, improved ergonomics, hygienic working conditions and labor protection, observance of social guarantees and financial incentives for initiative and creativity approach to the task, group and individual responsibility to create a healthy psychological atmosphere, interpersonal and intergroup relations, the growth of the living standards of workers and their families.

5. SOCIAL DEVELOPMENT ORGANIZATION IN THE SYSTEM OF SOCIAL MANAGEMENT ORGANIZATION

Under the social development of the organization is understood the process of qualitative changes in the social organization of the subsystem. That is, social development organization means any changes in its social

environment - in the physical, social, spiritual and moral environment in which employees work and organization in which there are distribution and consumption of goods. There are objective connections between individuals, these are an expression of their moral ethical values.

The general functions of social development include forecasting, targeting, planning and organizing the implementation of social development plan, analysis and control, feedback (evaluation and consideration of the results of implementation of the plan in determining the social development goals for the next planning period, etc.).

The main directions of social development are improving the state of the social community in your organization (workforce), improvement of social infrastructure.

Social management of social development is provided by the action of social partnership mechanism, it is the interaction. On the one hand, it is the administration as a representative of the interests of the owner of the enterprise (organization) and a body representing the interests of employees, constituting members of the organization, on the other. The result of this interaction is an official document; it is a collective agreement containing reciprocal obligations on both sides - employees and the employer.

The components of social development are:

1.	the social processes are associated with the operation of public relations;

2.	social processes what are due to the development of public relations;

3.	processes of overcoming the negative social phenomena;

4.	processes of improving the living conditions of workers [Maikova, perch 2009: p.7].

For working of social management system, it is necessary to have the following components of the organizational environment:

–	support the workforce development strategy;

–	transparent mechanisms for the selection of talented employees for further training and development;

–	training should be taken place without departing from the main place of work due to job enrichment, empowerment to address issues and other employee motivation techniques to development;.

–	these are expectations of talent promotion should be implemented no later than 1-2 years;

–	the start of a personnel reserve system and the selection of "corporate talent" must be gone, regardless of line managers. At the same time, line managers should be included in the work with the personnel reserve [Tsaritova 2013: p. 59-60].

Social management is characterized as an organizational activity what is aimed at achieving social goals and objectives through certain methods.

In particular, administration provides the payment of wages in the prescribed agreed scope, provides satisfaction written by law and contract labor and social guarantees.

Employees undertake to ensure the normal operation of the organization in terms of fulfilling their work responsibilities, compliance with technological and labor discipline, and output in the prescribed amount.

Social development organizations is directly related to such a measure, as we understand *a social organization environment as* a set of factors that determine the quality of working life of employees.

By the social environment, factors of organizations are included: the potential of the organization and its logistical, organizational, and economic opportunities. It can be also the size and geographical location, size and quality of the staff, the character of the leading professions, industry and the profile of the company, the volume of production or the services provided, the form of ownership, financial situation, the state of the fixed assets and technical level of production).

Social infrastructure is (a complex of facilities for life-support company employees and their families, to meet social and domestic, cultural and intellectual needs: socialized housing facilities (houses, hostels) and public utilities (hotels, laundries, etc.) with networks electricity, gas, water and heat supply, sewerage, telephone connection, local area network, etc.). Conditions and labor protection are (factors that affect somehow the useful feedback employees, ensuring safe operation, preventing accidents and occupational diseases). It is material rewards of labor input, as well as family budgets. Social protection of workers (health and health care institutions are hospitals, clinics, dispensaries, clinics, pharmacies, health centers, dispensaries, etc.; trade and catering facilities - shops, cafeterias, cafés, and can also be farms for delivery fresh produce, sports facilities - stadiums, swimming pools, sports grounds and public recreation base, etc.).

The goal of social development management of the enterprise is to improve the quality of working life, which is achieved by the creation of favorable conditions for work and rest.

Special management attention deserve the social processes what are taken place within the collective organization. The latest knowledge will contribute to the efficient use of labor potential employees.

Labor behavior is understood as a set of consciously regulated by individual and collective actions of workers, which is based on the coincidence of professional opportunities and employee interests with the activities of the organization. Employment incentive problem is to separate and comprehensive study of the system of incentives, motives and needs.

Labor activity is based on four standby systems: mixed expectations of a material nature, intangible expectations (spiritual) and ambiguous expectations of the system. Thus, the employment expectations of the system determines the system of motives and the type of employee behavior is determined by the nature of the interaction between the participants work and their perception of the production process. Stop on the system of organizational development indicators what Russian scientists, N.L. Zakharov and A. Kuznetsov, developed. The key concept is the humanization of labor (qualification, the educational level of workers and employees, skills development, the stability of the frame), working conditions and cultural conditions (factors of matching jobs with typical standards for noise, vibration, light, gas content), the availability of sanitary household premises, the conditions of industrial life, pay and discipline. There is a ratio of the average wage of workers in the organization and in the region, the ratio of wages managers and low-paid categories of workers labor discipline level).

Social infrastructure involves analysis of the infrastructure (staff coverage ratios housing security company employees childcare facilities, provision of cultural, educational institutions, provision of sports facilities).

In the process of social development management, organization can identify a number of stages connected in series, each of which has independent significance. The steps are:

1. it is the information base on the state of the object of management of social development organization;

2. it is assessment of the state (level of social development) of the object, its social potential and the identification of existing problems;

3. special studies are (sociological, socio-economic, socio-psychological) to identify effective ways to use the social resources of the organization and the solution of social problems;

4. it is development of management solutions what are aimed at increasing the level of social development of the object, the development of a social development plan;

5. these are implementing management of decisions and control.

As a key technology of management in social processes is performed the planning of social development of team, thanks to which is an increase in the quality of life of the enterprise personnel at home and the quality of conditions of work.

As a rule, plans are made for the social development of the organization of planning and economic department of the organization, the sociological service with the assistance of the trade union committee.

Social planning is an integral part, as it contributes to the implementation of the decision of the technical and economic problems: increased working efficiency, workplace organization, improvement of wages, quality of work and products, etc.

Making up plans of social development organization assumes implementation of the following methods. These methods are direct observation of the staff and the activities of its social organizations (trade unions, workers' commissions, etc.), interviews with workers and managers, the study of official documents and materials that characterize the social workers of the structure, the degree of satisfaction material and cultural needs, questionnaire and interviews to ascertain the views of employees and their suggestions on various aspects of social collective life; the structure of the applications . Method of data processing is selected on the recommendations of sociological services, analysis and use of experience of planning social development teams in other companies. As well as published data, a social experiment whose purpose is to check the possibilities and effectiveness of the recommendations what are made because of the analysis of the collected information, the statistical analysis of massive data.

Usually, plan is made up in the form of long-term planning for a year, three or five years, broken down by quarter of tasks (year) planning period for social enterprise development teams.

Typical structure of the plan of social development in the collective organization consists of four sections: the change of the collective socio-demographic structure, training and education of personnel working, the main measures to improve the conditions and safety, enhance the health of workers and the improvement of the socio-cultural and living conditions of workers and members of their families. The responsible person is appointed to implement all points of the plan with defined tasks and deadlines for their implementation, introduced control over the implementation of the plan's tasks. At the level of organization of the event, data is included in the operational schedules respective operating divisions and departments responsible for implementing them on a par with production plans.

Activities what are aimed at social development in the collective agreement with the plans of work, they are technical and institutional development of the production and financial plan.

Financing of social programs is carried out with both public and commercial structures. They can be isolated from various items of expenses: the fund reconstruction fund the development of new technology, the development of production, as well as bank loans and other deductions.

6. TECHNOLOGIES OF MANAGEMENT OF SOCIAL DEVELOPMENT IN ORGANIZATION

Management Technologies Study of paramount importance to the theory of control, because the mastery of these technologies will contribute to a more productive management of social development organization. "In

connection with the transformation of administrative processes, new methods of integrated assessment are, which should primarily be taken into account the intangible assets of the company: the knowledge of employees, unique management technology, brand, customer loyalty, relations with non-profit organizations, etc." [Daniel, Hannanova 2011: p.162-163].

Important role is social forecasting in identifying the possible future as a system of predictions of the future state of the social object, taking into account the impact on it of the subjective factor. J.D. Toshchenko distinguishes functions and social forecasting stage: "(1) the identification of trends (patterns), factors determining possible changes (research phase); (2) identification of development options and their dynamics as a result of decision-making (justification of administrative decisions); (3) to evaluate the effects and implementation of management decisions, unforeseen changes in the environment, the situation for timely clarification action if it is necessary (control and correction phase)" [Toshchenko 2005: p.27].

These functions are interdependent. Forecasting and modeling should provide the necessary information in the preparation of management decisions, to contribute to its optimization. The comparison of different judgments, careful analysis, an analysis of the arguments that they store, the synthesis of evaluations provide the necessary reliability of the forecast, and contribute to the preparation and adoption of optimal solutions.

Before modern Russia, there is the task of creating an innovation management theory and practice, contributing to the formation of a new generation of managers who are able to think creatively and act in the ever-changing socio-economic and political conditions.

The most important factor affecting the development of the organization and able to respond to changing market conditions, is a staff organization.

Based on the analysis of scientific literature on the research problem A.E. Nuridzhanov identifies three groups of social management technologies of organizational development organization, these are teleonomic, reactive and proactive.

The first group is teleonomic social management technology. They are differentiated: on the management value (eg, fear of organizational changes), a management method (strict administration), the system construction of the functions (distribution functions, their formalization), and motivational (repressive type of motivation) on the organizational structure (their hierarchy), corporate culture development strategy (situational perspective and planning), in goal-setting (determining objectives).

The second group includes jet social technologies. They have a number of specific characteristics: on the management value (ability to adapt to the system), a management method (planning), for the functions of constructing a system (descriptive function), motivational (assessment of staff, staff certification), according to the organizational culture (note urgent changes to the structural variations), corporate culture (imposed from above), according to the development strategy (planning), for goal setting (mutual comparison and competition).

The third group includes proactive social organizational development management technologies, which have specific characteristics: on the management value (the formation of internal and external environment). Management methods are (command), the system construction of the functions (productive function) of the system of motivation (achievement motivation) by organizational culture (social code, command), corporate culture (corporate culture of technology, development strategy (goals avant-garde, the formation of images the future, a high capacity for innovation, the effectiveness of the desired, for goal setting (the desired image of the future mission, ideals) [Nuridzhanov 2009: s.5-8].

The purpose of the use of social technologies is to manage the development of the organization, what is aimed at ensuring its qualitative and quantitative changes.

The task of the modern Russian management system is to create favorable conditions for the realization of the potential of the control system, what is manifested with various methods of controlling influence, as well because of expanding the rights and responsibilities of the different entities of government.

How A.E. Nuridzhanov notes, technology of development in organization is "a set of social technologies in a specific manner refractive administrative process leading to changes in the target, motivational, intellectual, moral component of organizational development and generating a basis of a new corporate culture" [Nuridzhanov, 2009: c.5-8]. Often the concept of "social technology" is moved closer to the concept of "social work technologies", considered as a system of knowledge that is associated with the implementation of steps, operations and methods what are aimed at creating a social phenomena, as well as the technological knowledge of specific social structures.

Differentiation of social management technologies is possible on the following criteria: the specificity of the social object and the social process, the specific social relations, subject specificity, etc.

Social technologies are understood as innovative system methods to identify and use the hidden potential of the social system to achieve the best results at the lowest possible social cost management.

Relatively two autonomous subsystem are allocated in the organization of the control system: control and manipulate. It is from the perspective of the relationship to management. Decisions can be highlight the social technologies that are aimed at management decisions within the framework of a sociological perspective, sociological diagnostic technologies and social technologies, which are aimed at the implementation of administrative decisions

Management includes target and organizational functions. Since management is aimed at achieving the goal. The objective functions are determined by the components not only administrative work, but also the whole system of formation and formation control.

The target function is to direct the target system, which is able to cover the different levels of social organization. The process of determining target is essential for effectiveness of the entire control system.

Definition of the purpose usually performs prediction component.it is prevision state, the changes that are expected because of the formation of the social system.

The administrative work is realized with applying different control methods: social and socio-psychological, social activity enhancing individuals; economic determinants of economic incentives; institutional, based on the direct guidance and self-government as a kind of self-regulation of the social system.

Technology of solution to complex social problems involves the following steps: (1) problem definition; (2) studying of the problem; (3) determining the boundaries (composition) of the control object; (4) the survey of the control object; (5) development of a set of measures ins solving the problem; (6) implementation of measures in solving of the problem.

The methods of managing influence are divided into basic and complex. The main concern of social control are such practices, which clearly stands out on the basis of the substantive aspect of their compliance with the requirements of various substantive laws of social formation (economic, organizational, technological, demographic, etc..). They are complicated or complex, social methods of management are combinations of basic methods.

Social management are determined the substantial aspect of management. Technologies in management of social development organization involve the using of not only economic incentives but also to stimulate creative work, more social protection, etc.

Methods of social regulation include *the social control methods*, social regulation, moral stimulation and others. The motivation includes basic methods of suggestion, beliefs, imitation engagement et al. Many of them are directed to the organization of the relationship between the team of members through optimal selection and placement of personnel.

The other group consists of *organizational and administrative methods*. They have an influence on the control object through the orders, directives, operational guidelines, which are given orally or in writing, the supervision of their implementation, system administration tools of labor discipline, etc. These methods are regulated by the legal acts of labor and economic legislation, social regulation and are designed to ensure corporate consistency and labor discipline in the organization.

The labor collective and its individual members do not have enough information, therefore, unable to make managing decisions, to participate in their preparation and implementation, as well as to carry out oversight functions. Employees of the organization do not have equal access to managing work, as there are differences in competence and education. They also have a different level of awareness of the production and business processes.

Analysis of participation in the management of collective shows that, as a rule, one of the employees are actively engaged in management, and the other, most of the passive. In this case, it is necessary to motivate workers. It is considered the fundamental groups of the complex techniques of motivation in work team members.

Methods of motivation of workers. The formation of labor motivation have influenced with the goals, which are set by managers to employees: they must be clear and achievable. If the employee has exceeded the rate of labor indicated in the job description and agreed in the contract, then he must be paid the premium. Work motivation helps to modify the behavior of employees. For example, the system of punishment and rewards improves the behavior of workers. By motivational factors are included and retraining of staff at the expense of the organization.

Techniques motivation in work. By motivating agents, include improvement jobs, expanding the scope of activity of workers; creating of the opportunities to work at home; the creation of flexible working; it is functionality reduction of working time and the load distribution.

However, it can't be ignored the fact that the functioning of the social sphere is connected with the satisfaction of a large range of social needs. The opportunities are due to the social position of a person or social group, as well as the nature of the existing social relations. The degree of satisfaction of these needs determines the level and quality of life, family, social group, class, etc. In addition, these are the main indicators of the achieved level of welfare of people and the functioning of the social sphere. On a social policy of the state should be directed related, it is included the decision of problems of the future. In this case, in the first place it is necessary to put forward the scientific validity of plans and decisions with respect to the development of society in the social sphere.

7. CONCLUSIONS

A studying of the theoretical foundations of social management technology organization is important because it is the basis for the practical managing work.

It is conducted a theoretical study, what allows the following conclusions:

1. Social management is the impact on society and the individual links for the purpose of ordering, maintenance of quality specifications, improvement and development. Social management is classified by the type of social spheres (political, economic, military, etc.), On the management

level (state, territorial, municipal, enterprise management (institutions) for the duration of the impact (operational and strategic) on the impact of the character (explicit and implicit direct and indirect);

2. The basis of the implementation of social policy is based on an idea of the social values and social needs. Social policy of the organization, as part of the personnel management policy is aimed at reducing conflicts, create a favorable social and psychological climate, the improvement of relations between employers and employees;

3. The main objectives of social development organizations are the improvement of the social structure of the personnel and the regulation of its numbers, increasing the educational, cultural and technical level of employees, improving working conditions, health and safety, ensuring the social security of employees, promotion means;

4. Technologies of management of social development organization are a set of social technologies, leading to changes in the target, motivational, intellectual, moral component of organizational development and they are aimed at providing qualitative and quantitative changes in the organization.

5. Technologies of management of social development organization are based on social management practices, defining a meaningful aspect of management, psychological management techniques, what are aimed at setting relations between individuals by the optimal selection and placement of personnel, organizational and administrative methods, providing an open exposure to a managed object through the orders, instructions, and operational guidance. They can be given written or verbal.

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