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Modern management hypotheses: staged development of management products

Abstract

The research under consideration describes the area of methodology of scientific knowledge via the possibilities of ideas generation and their implementation in the organization management. The paper investigates and describes the concept of "idea" and the process of its transformation into product; there is presented the algorithm of idea construction and development and also are shown the components of the proposed multidimensional model and its links with external environment. The contradictions occurred in the process of generating the idea and its further implementation in management science and practice are presented. In the framework of the resultant ideas generation the author puts forward the hypotheses concerning the main idea, revealed through the prism of his investigation and connected with the creation of the holographic organization. In this context, the holography is not only the visualization of the organization, itself, but, at the same time, the inclusion of the other sources of information in the given schematic model. The fundamental idea developed by the author in this research is the determination of parallax in the search for management products. The idea is very daring and quite promising in the future. This article is based on the researches in the field of creating strategies employed for a modular product designing. The author of the scientific paper analyses the previous investigations in the field of the perspective management hypotheses. The detailed analysis allows the author to focus on the most significant works in the field of management science and to present them in the chronological order.

Keywords

mental activity, consciousness, resultant, system, innovation, hypothesis, module, strategy, technology, market, construct, process, components, architecture, deviation

1 Introduction

According to the author's opinion, the hypotheses, put forward in this paper, permit to have a new look on the model of management from the point of view of theory and its practical implementation within the organization. The solution of these issues facilitates the acceptance of the management science.

The main goal, set by the author of the research, is to provide prerequisites for systematizing and generalizing his works in the field of the perspective management hypotheses. Considering the rapidly changing economic situation, the author tries to evaluate the influence of the contemporary management theories on the possibilities of the developing management science and to reveal the positive qualitative changes in the area of new management products.

The offered methods of generating the ideas via the peculiar ways of mental activity, elaborated by the author, give possibility to synthesize ideas and to make suppositions.

Modality of managing the generation of the resultant ideas via multidimensional organization structures is based on perfection of mental activity in terms of obtaining the obvious results. The required obviousness is admitted by the fact of transforming the generated idea into the final product. The point is that the efficiency of ideas implementation at the strategic level in management is 2-10% [1]. It happens due to the bulkiness, inconvenience and complexity of management systems. For instance, the 10-step successive chain of costs management requires the millions of combinations. Insignificant improvement in one part leads to substantial loss. Moreover, the field of

management does not provide the unified concept of unified subject [1].

The author proposes the issue of studying the procedures of efficient ideas generation. There is also an attempt to systematize an experience accumulated in the area of efficient organization of mental activity [1]. Life experience becomes the basis for the formation of advanced thinking, allowing responding with proactive actions and determining the missing steps in the chain, rather than focusing on handling with a large number of operations. In fact, it allows creating a new reality and the ability to generate and implement new ideas. Then it is necessary to appeal to the laws of epistemology, dealing with decoding the conditions of transforming the living matter, consisting of ordinary atoms and molecules, in matter minded. As a result, the accumulated experience is analyzed from a theoretical point of view, and the preconditions for the development of procedure of comprehension, synthesis and creation are formed on this basis [1].

The approach, offered by the author, is strictly applied, since it allows not only finding the reserves of increasing the personal controllability, but also generating unexpected solutions in the process of brainstorming, negotiations, in the situations of searching the hidden benefits, etc. These factors provide opportunity to create innovative products taking into account the justified needs.

2 General

Errors recovery within the organizational structure can serve as an example of the set goal for this research (for disclosure of modality of managing the effective ideas generation). Troubles and irregularities in any system, including the organizational one, require regular monitoring and intervention in its constituent components. According to the author's opinion, the attitude towards the organizational structure as a single living organism, as well as consideration of internal and external problems of the organization as an integral aggregate and their elimination by composing the vibration series can bring a positive effect and result in the minimization of administrative costs [1].

In this investigation the author raises the issue of the multidimensionality of organizational structure. Its solution is carried out in the course of a complex study of the state of company functioning. As a result, the identification of the problem areas takes place on the basis of the theory of multidimensional vibration series. Thus, there created the prerequisites for the development of the procedures for achieving not only the restoration of the "holes", but also advancing the company to the next stage of development.

The research is based on the papers describing 6 levels of reality [1]: solid substance, liquid, gaseous, plasma (elementary particles), physical vacuum, primary torsion fields.

Moreover, any object of living and inanimate matter can be considered as a source of torsion field. The positions of the new scientific paradigm based on the theory of physical vacuum will expand simultaneously with the development of torsion technologies in different industries, and in management. This process is already going on, and it is quite active. It is evidenced by the findings of the Institute of Strategic Studies of the Club of Rome [1].

The problem discussed in this paper allows thinking with completely different categories and pay attention primarily to the organization and its structure with unique inner and outer harmony. The hypothesis about vibration management of organization, offered by the author, puts forward the "shape effect", allowing assuming its multipolarity occurred due to overlapping its positive and negative form and obtaining the specified effective result.

Modal analysis of the management of the effective ideas generation is described by the system of vibration series. This method is based on new principles of physics and on the theory of functional systems; it provides informational resonance and brings negative impact to zero, thereby turning the organizational system to the direction specified by the company.

The investigation of the second part of paper is based on the research connected with Gareth Morgan's work "Images of the organization" [2]. Using the main ideas of Gareth Morgan's work, the author puts forward the hypothesis on regarding the organization as some holographic model. The main principle of the holography [3] affirms that each particle contains the whole information about the integrity. The author of research mentions the term "holographic brain", which is synonymous to the notion of the organization. The term "holographic brain" was widely used in the authoritative scientific investigations long ago and modern neurophysiologists often refer to this concept in their works [4, 5, 6].

Using these modern research works as the basis, the author points out the idea of the holography in the framework of the organization, where the organization and the "living organism" being the same [11].

Considering the conception of the "holography" of all living organisms as well as the principles of similar constructing the organization, the author shows the chain of its building: what is about – that is below and vice versa.

The question is whether the modern organization can function as the "holographic

brain". Answering this question, the author emphasizes 6 principles to which the organization should correspond:

- building the integral in each part,
- peculiarities of the "excess" or the energetic exchange inside organization,
- sufficient internal complexity,
- primary minimization of conditions and demands,
- possibility of the creative realization,
- stimulation of the reasonable self – learning.

All these 6 principles are based on the "triangle of the energetic connection" or TEC, consisting of Will, Senses and Reason.

Only TEC is able to accumulate all 6 principles and construct some "patterns – levels" for starting and developing the enterprise.

The holographic model of the organization, built on these principles and based on TEC, is capable of creating the material basis of the developer's plan, where on the primary stage the most important thing is not what the organization creator knows, but the ideas he keeps inside him.

The third part of work is concentrated on studying the process of creating a strategic product on the basis of the interaction of technologies of the markets and organizations [7, 8, 10]. The author emphasizes the necessity of considering the different competitive conditions of market relations, which, in turn, stimulate the use of adequate strategies [9, 12, 13].

The author is convinced that the initialization of parallax and paragenesis of new interactions between management products is a very promising direction in the trend management.

To create a modular architecture of the product, it is necessary to separate the process of technology development and the process of the product development. It should be considered that the creation of a modular product of management leads to a better understanding of the company functioning. The distinctive feature of the modular construction of the product can be better comprehended via designing the new products [16]. The author underlines the obvious parallels, while trying to find management products, relying on the traditions in creating a strategic product.

The traditional product design consists of the following stages [15]:

- market research,
- identification of the competitive product properties,
- identification of the group of consumers who are interested in these product characteristics,
- methods for determining the cost and functional properties of the "optimal product",
- creation of the optimal competition of the product based on the proposed tasks.

The modular architecture of the product should

contain not only the range of available components, but also those components that are likely to appear as a result of the development of technology and the introduction of components with improved functional properties [15].

The modular construction of the management products can lead to lower costs of design, manufacture, distribution and service of management products. It is also necessary to note that there recently appeared the so-called "virtual" or "modular" organizations in the dynamic commodity markets. All these achievements in the development of traditional products, according to the author's opinion, are applicable in the search for management products and their creation [14].

3 Conclusions

The management science is at the new stage of its advance. In spite of the fact that there is a considerable work ahead, the positive changes in this field are quite obvious. The process of forming the general system of suppositions arranges the unified system of definitions, models, laws, principles, managerial constructions and technologies. In other words, the point of crystallization for forming the unified positions of management science occurs.

In his paper the author pays attention to the holographic modelling in the field of the organization management.

The vitality of the research is determined by the importance of the internal principles underlying TEC of the holographic enterprise model. But in any case, it is important to realize, that such research works are rather forecasting future than critically comprehending reality.

The author hopes that in the process of constructing the innovation economy TEC will become the leading and accelerating factor. We expect the ideas, built on the author's hypotheses, to become gradually a part of the surrounding reality. This self – organizing system, possessing both – structural variety and properties of the integrity in each part, can create the conditions for emerging and propagating the innovations and their reproduction.

In the author's opinion, the most significant and urgent thing is the right choice of the energetic source of the future organization and its holographic framework.

The author is convinced that the enterprise, as a holographic model, will become the indicator of the not far future, and the people, who will agree with this statement, will obtain indisputable advantages.

The topicality of this research is determined by the importance of studying the internal principles underlying the development of management products [8, 17]. It is necessary to pay attention to

the fact that this type of research is rather a view into the future than into the reality. Nevertheless, the author hopes that these researches will become the determining factor in the process of formation of the innovation economy considering the creation of management products as an innovative factor. It should be expected that the idea based on the discussed hypotheses will get its "wave of gravity" and will gradually become the part of the surrounding reality. The author is convinced that the products of management, created on the principle of parallax, will become unsurpassed [10,

1]. And, according to the author, the most important thing is the right choice of "points" of support to minimize losses in determining the angle of deviation in the process of developing new management products.

It is also important to add that the comprehension of creating and managing the strategic knowledge takes the central position in the process of coordinating the new interaction types between technologies, markets and organizations while creating management products [15, 18].

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