

Sistemsko ravnanje s pomočjo strategije družbene odgovornosti

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Povzetek

Raziskovalno vprašanje (RV): Opredelitve avtopoiesis in alopoiesis se razlikujejo. Po Wikipediji je avtopoiesis lastnost, ki omogoča obnavljanje in ohranjanje danih značilnosti (celice, organizacije, družbe), alopoiesis pa omogoča ustvarjanje novih lastnosti. Katero usmeritev neka (poslovna) organizacija izbere, je odvisno od njene poslovne strategije. Ugotavljali bomo, kako lahko podjetja pri tem uporabljajo sistemske ravnanje, da večajo inovativnost (tudi) sinergije avtopoietiskih in alopoietiskih procesov, če potekajo z družbeno odgovorno strategijo.

Namen: Naš namen je ugotoviti, na osnovi katere sinergije avtopoietiskih in alopoietiskih procesov mora in zmore organizacija ali družba uporabiti dovolj celovito, tj. sistemske in uresničljivo strategijo, da organizacija ali družba doseže uspeh, ob upoštevanju vsega bistvenega. Za to mora ravnati sistemske, tj. z zadostno in potrebno celovitostjo, podprto z družbeno odgovornostjo.

Metoda: Metodološko bomo uporabili primerjalno analizo teoretičnih spoznanj in razvili konceptualni model. Izmed številnih variant teorije sistemov in kibernetike, predstavljenih npr. v Enciklopediji (François, 2004), so temu namenu najbližje:

- Bertalanffyjeva Splošna teorija sistemov, a pod pogojem, da pozornost usmeri v središče tega, kar je zapisal na strani VII Predgovora (1968), da jo je ustvaril zoper pretirano specializacijo, tj. za interdisciplinarno ustvarjalno sodelovanje, ne formalnosti v opisu in rabi pojma sistem;
- Wienerjeva Kibernetika, ki je nastala iz interdisciplinarnega ustvarjalnega sodelovanja matematika, naravoslovcev in tehniških strokovnjakov;
- Mulejeva Dialektična teorija sistemov, ki je trud obeh podprla z vrednotami in metodološko: specializacija je neogibna, a je mnogo koristnejša, ko je – na osnovi sistemskih in/ali družbeno odgovornih osebnih lastnosti – v rabi v interdisciplinarnem ustvarjalnem sodelovanju; potem pač lažje premaga enostranskost in se bliža zadostni in potrebni celovitosti ravnanja, vključno z dojemanjem in razmišljanjem ter vplivanjem ljudi.

Rezultati: Alopoietsko ravnanje dobi in nudi podporo le-teh ljudi, če ni birokratsko, ampak inovativno, družbeno odgovorno in torej uveljavlja (zadostno in potrebno) celovitost na osnovi odgovornosti in soodvisnosti; avtopoietsko pa, ko gre za razvoj brez kvantitativne rasti, saj slednja uničuje pogoje za obstoj človeštva z izčrpavanjem končnih, nikakor neskončnih, naravnih virov. Očitno je pot iz sedanje globalne krize v nadomeščanju birokratskega tipa alopoietkega ravnanja z alopoietkim sodelovalnega in razvojnega tipa ter z avtopoietkim ravnanjem, s strategijo, ki podpira družbeno odgovornost, s tem pa sistemske ravnanje.

Organizacija: Menedžerji in organizacije bodo morali v praksi potrebno in zadostno celovito sistemsko ravnati in birokratsko alopoietsko organiziranje nadomestiti z nebirokratskim alopoietskim in s fleksibilnim avtopoietskim organiziranjem, ki se ne omejuje na obnavljanje danega stanja ali celo na zaprto, samozadostno ravnanje brez upoštevanja soodvisnosti z drugimi deli naravnega in družbenega okolja, vključno z ekonomskim. Le takšna fleksibilna organizacija je namreč sposobna dolgotrajnega razvoja in družbeno odgovornega ravnanja. Zato je treba v praksi doseči in/ali priznati soodvisnost autopoietskih in alopoietskih lastnosti organizacij in družb in njene sposobnosti spodbujati invencijsko-inovacijsko-difuzijske procese, ki vodijo v inovacije, če so uspešni.

Družba: Pretirana specializacija se danes vendarle še pogloblja namesto zadostne in potrebne celovitosti, soodvisnosti in družbene odgovornosti. Iz tega je nastala sedanja globalna družbeno-gospodarska kriza. Grozi prerasti v tretjo svetovno vojno, ki kot vojna zoper terorizem teče že desetletje in pol in preganja z domov in/ali v bedo skoraj sto milijonov ljudi, milijone pa tudi pobila. Interdisciplinarno ustvarjalno sodelovanje zmore krizo razrešiti, če deluje družbeno odgovorno. Takšno družbeno odgovorno ravnanje pa ne vpliva samo na družbo, ampak tudi na planet Zemlja, pri čemer ne zanemarja odgovornosti do lastnikov in njihove pravice do ekonomsko uspešnega poslovanje njihove organizacije.

Originalnost: Pot iz sedanje krize OZN, ISO, EU in nekaj globalnih združenj podjetij vidijo v družbeni odgovornosti (organizacij), opisani na kratko v ISO 26000 (ISO, 2010) kot odgovornosti vsakogar za vplive na ljudi in naravo, tj. družbo. V organizacijah se ta uveljavlja s politiko in strategijami ter taktiko in operativo, ko te podpirajo 'trikotnik odgovornost – soodvisnost – celovitost' kot vrednote, kulturo, etiko in norme ravnanja v praksi. Omenjena sinergija avtopoietskih in nebirokratskih alopoietskih procesov tako delovanje podpira.

Omejitve/nadaljnje raziskovanje: Ta raziskava je omejena na teoretični del, vanjo bodo vključene le zgoraj navedene teorije in načela, priporočila. Velik del empiričnega raziskovanja je zajet v naših publikacijah iz zadnjih 4 let (12 knjig, 3 tematske številke revij o teoriji sistemov, 4 zborniki konferenc, 6 disertacij, 15 magistrskih del, članki itd.), a se le posredno navezujejo na avtopoiezo in alopoiezijo, so pa pritegnile več sto avtorjev iz okoli 50 držav k obravnavi družbene odgovornosti kot poti iz sedanje družbeno-ekonomske krize.

Ključne besede: avtopoiesis, avtopoietsko organiziranje, alopoiesis, sistemsko ravnanje, dialektična teorija sistemov, družbena odgovornost, strategija, strateški menedžment, organizacija.

Systemic acting with assistance of strategy of social responsibility

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Abstract

Research Question (RQ): Definitions of autopoiesis and alopoiesis in literature differ. In Wikipedia autopoiesis is a property that enables reproduction and maintenance of the given attributes (of a cell, organization, or society), while alopoiesis enables generation of new attributes. Which one of the two orientations a (business) organization chooses, depends of its business strategy. We investigate how organizations can apply systemic behavior in order to increase their innovativeness by synergies of autopoietic and alopoietic processes (too), if they run with social responsible strategy.

Purpose: We intend to detect which synergies of the autopoietic and alopoietic processes organizations or societies must and can apply with requisite holism for a systemic and workable strategy enabling their success by consideration of everything essential. This goal requires systemic behavior via requisite holism, supported by social responsibility.

Method: Our method is a comparative analysis of the autopoietic and alopoietic processes generating a conceptual model. The basis is one of many versions of systems theories and cybernetics presented in Encyclopedia (François, 2004). Of them the closest ones are:

- Bertalanffy's General Systems Theory (GST), but provided that his statement on page VII. in the Foreword (1968) is considered that GST has been created against overspecialization, i.e. to

support interdisciplinary creative cooperation rather than formalities in the description and use of the term system;

- Wiener's Cybernetics emerging from interdisciplinary creative cooperation of a mathematician with biologists and engineers;
- Mulej's Dialectical Systems Theory supporting their efforts with values and methodology: specialization is unavoidable, but it is much more beneficial, once it is used – on the basis of systemic and/or socially responsible personal attributes – in interdisciplinary creative cooperation. Then one-sidedness is easier to overcome and requisite holism of behavior is closer to reality, including the human perception and thinking and influencing.

Results: The alopoietic behavior receives from and offers to human support, if this behavior is not bureaucratic, but innovative and socially responsible, i.e. implementing the requisite holism based on responsibility and interdependence. The autopoietic behavior receives from and offers to human support, if this behavior covers development with no quantitative growth, because the latter destroys preconditions for humankind's existence by exhausting of final rather than ever-lasting natural resources. Obviously the way out from the current global crisis lies in the replacement of the bureaucratic type of the alopoietic behavior with a creative and cooperative type of the alopoietic behavior and the autopoietic behavior and a strategy supportive of social responsibility, thus of the systemic behavior.

Organization: In practice, managers and organizations need a requisite holism and hence replace bureaucratic type of the alopoietic behavior with a non-bureaucratic one and with a flexible autopoietic organizing that is neither limited to reproduction of its given state or the closed-in, self-sufficient behavior that ignores interdependence with other parts of the natural and social environment, including the economic one. Namely, one such a flexible organization is capable of its long-term development and socially responsible behavior. Therefore, in practice, one must attain and/or recognize interdependence of the autopoietic and alopoietic attributes of organizations and societies and its capacity to encourage invention-innovation-diffusion processes leading to innovations when they are successful.

Society: Today, the over-specialization is deepening anyway instead of the requisite holism, interdependence and social responsibility. This generated the current global socio-economic crisis. The latter is threatening to grow into the third world war, which has already been running for a decade and a half as the 'war against terrorism' and has chased away from their homes and/or in poverty nearly a hundred million humans and killed millions. The interdisciplinary creative cooperation can resolve the crisis, if working socially responsibly. The latter does not influence the society only, but also the planet Earth, while it does not neglect responsibility toward the owners and their right to enjoy economically successful business of their organizations.

Originality: The UNO, ISO, EU and several global associations of enterprises see in (corporate) social responsibility (briefed in ISO 26000 by ISO, 2010) as everybody's responsibility for one's impact on humans and nature, i.e. society. In organizations, the latter is implemented by policies, strategies, tactics and operations, if they support the 'triangle / triple bottom line – responsibility, interdependence, and holism' as the values, culture, ethics and norms (VCEN) in practice. The discussed synergy of the autopoietic and non-bureaucratic alopoietic processes supports such behavior.

Limitations / further research: This research is limited to its theoretical part, including only the above mentioned theories, principles and suggestions. A big share of the empirical research is included in our publications over the recent four years (12 books, 3 thematic issues in journals on systems theories, 4 conference proceedings, 6 dissertations, 15 M.S. theses, articles, etc.); they tackle autopoiesis and alopoiesis indirectly only, but they attracted several hundred authors from about 50 countries to consideration of social responsibility as a basis of way out from the current socio-economic crisis.

Keywords: avtopoiesis, avtopoietic organization, alopoiesis, systemic acting, dialectical systems thinking, social responsibility, strategy, strategic management, organization.