

Humanistic Management as Strategic Factor in the Productivity of Sustainable Organizations

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ABSTRACT: The purpose of the study was to contribute information that demonstrates the relevance of well-managed people management and also that it can be really enhanced by the implementation of a more human strategic thinking developed by the manager who values his internal clients, Sustainable organizations. It is possible to affirm that a more humane management contributes to the increase of the motivation and improvement of the satisfaction in the human work. Once the manager manages to implement his philosophy of fair work and also has the goodwill of those who are part of his team. It has been observed that it is necessary to align humanistic management strategies to empower sustainable organizations with their internal customer relationship tools that will improve their internal environment and even increase their business productivity. Sustainable companies need assets that appeal to the "Triple Bottom Line" and for this they need to develop, in their own structures, strategies that guide what they pursue or at least that they walk in parallel with the concepts they propagate, such as " Social Responsibility "and" Humanized Management."

Keywords: *People Management, Humanistic Management, Strategy, Sustainability and Productivity.*

I. INTRODUCTION:

Today, we are living a world without borders, a fast world where the only certainty we have is that tomorrow will not be the same as today. The machines of production, technology, automation are exact, perfect, meticulous, because in the competitive world, in the organizational world, or better, in this global world there is no room for errors, for failures, for failures. It is necessary to win, to profit, to be better and within this context it is asked: - Where is the human being ?; We are working harder, getting more and more charged in everything we do and asking ourselves: - is it that in the face of all this organizational pressure that does everything to make a profit, we are producing the quota that we are really capable of producing, we are not going beyond that That we can give, that is to say, are we producing, working with an ideal quality of life, or is it that globalization with all its technological apparatus has only come to represent itself as a more modern industrial revolution where administrative systems, although more modern than the old Taylor's theory of scientific management and Fayol's classical theory have not reactivated or erased the theory of human relations that has long contributed to the visualization of man within the organization as a human being and not merely as a mere Appendix of the machine. And it is exactly in this context that this article emerges, which seeks to bring in its essence a new path, a new strand, a new approach to sustainable business management that is "HUMANITY". In the global world, it would be great if all our resources were renewable, so we would not have to worry about "SCARCITY", let alone a word called "SUSTAINABILITY", because our planet would constantly renew itself by giving us everything we need. Unfortunately, this is not the scenario for us, as not all of our resources are renewable and so we need to manage them so they do not run out of time. Taking a very rational analysis, if we stop to think only about a resource, for example, the mineral, to be more specific, oil - if your reserves are exhausted as our society will be, since a large part of our matrix Energy is based on petroleum products? In response we could say that cars would not ride, planes would not fly and boats would not sail, obviously we are talking about those who specifically need this feature to function. We could use another alternative fuel, but would the continued use of these other fuels, too, not run the risk of running into shortages? In this sense, sustainable organizations are not only composed of non-human resources, but also, they are composed of human resources, so we can understand that resources need to be managed and therefore this article becomes fundamental, as it emphasizes the importance of administration Of human resources as a strategic factor for good sustainable business management and a possible increase in productivity.

II. DEVELOPMENT:

According to Chiavenato (1999), resources are the necessary means for an organization to achieve its objectives and humanized or humanistic management appears in this context as a strategic factor within a new area that presents itself in the market that are the organizations, or Better, sustainable business. Many European and American companies refuse to do business with companies that are not socially responsible, that is, they do not act in a conscious and, mainly, sustainable way. Nowadays, one of the weighty words in the corporate

context is social responsibility and sustainability, what would become sustainability and why we should apply a humanized management, that is, based on the principles of Human Relations Theory in a strategic way To increase the productivity of sustainable organizations? These are two fundamental questions that this article proposes to answer. First of all, we can respond very simply, as Wikipedia quoted: "sustainability is a systemic concept, related to the continuity of economic, social, cultural and environmental aspects of human society." We can conclude, then, that sustainability is nothing more than a business concept that came to be unable at any given time to neglect it, because without it, our continuity on this planet called "Earth" and poetically called "Blue Planet" will be compromised. Regarding the second question in this article about why we should apply a humanized management, that is, based on the principles of Theory of Relations strategically to increase productivity in sustainable organizations, we can say that profit-seeking organizations want to earn money to prosper And succeed, and for success and money, sometimes many organizations do not believe that they can generate more profit or increase their productivity by being socially responsible and sustainable, and it is precisely at this point that this article gains even more relevance because it points out strategic topics Of how the company needs to deal with its employees in order to increase their productivity in a practical, simple and sustainable way. Sustainable Management has as one of the purposes to eliminate the waste of resources that can be exhausted of our planet by its indiscriminate use, it includes in this case, also, the material, financial, human, technological resources among others. In this sense, we can point out that the strategic use of humanized management will empower sustainable organizations to work with their internal customers to improve their internal environment and even increase their business productivity. Fischer, mentioned by Fleury&Fleury (2000), identified some fundamental points of the strategic management of the human resources in the companies. Human talent needs to be managed and through humanized management we can encourage you to keep it in business and to continue producing more and more sustainably. According to Costa (2010), talent is something that can be developed. The organizations with "Humanistic Management" seek to work in a way directed to the employee's awareness that the company cares about him and he is part of it. For this to happen the manager must disseminate knowledge about what the organization does in relation to the employee, because "it is the creation of knowledge and the capacity to act, which are the result of a highly localized process that determine corporate success" (Porter, 1989) and, moreover, should create a relationship of commitment and care that refers to the idea that the employee is the principal within the company and not the secondary.

People have their value within the organization, for in the words of Mayo (2003: 26): "The incomparable contribution of people comprises their command of information and experience, their ability to integrate them and to make use of self Personal discernment, to be innovative and intuitive, and to develop relationships. These are the vital dynamics of a developing organization. Without people, all the structural elements - both client and organizational - could disintegrate and would certainly fail to grow. The only possible exceptions would be the properly documented methodologies or the patented knowledge (...)". In this aspect if people are important to organization what we would say of their importance to productivity in sustainable organizations.

The employees must be convinced by the manager that their contribution is essential not only to the success of the organization but also that their work contributes to the formation of a better world. In order for there to be productivity, the collaborators must feel like partners in the organization, that is, in Gil (2006, pp. 23-24): "[...] there is a tendency in some organizations to recognize the employee as a partner, Since every production process is carried out with the joint participation of several partners, such as suppliers, shareholders and customers. " Therefore, the manager should seek to win the heart of his internal client and be his partner, because in this way, he can produce more and better. The organization in the development of humanized management should seek to make an emotional link between the management and the employee and there will be a reliable and committed relationship. People like and need to be recognized, as stated before, and when this happens on the part of the company, they undertake, with a few exceptions, to participate in the process intensively. In a world so competitive and sometimes cruel, where markets speak and corporations massacre profit-making collaborators for their survival, the affectivity passed on through humanized management can help increase productivity in sustainable organizations. In the current context, being sustainable is not easy, since making money and being sustainable for some companies is still an inversely proportional relationship, but global companies are gradually coming within the global need to promote and practice sustainability and those that If they disown it, they are gradually paying the price of exposing their image, as was the case with many Western companies whose images have been tarnished by terrible stories of exploitation of child labor (Elkington, 1999). Looking now at the other side of the coin, Levi Strauss (USA), has a humanized vision and its practices of social responsibility and sustainability are supported by this article. CEO Bob Haas has developed a Global Success Sharing Plan that has leveraged the organization in productivity, commitment and motivation of its employees. In this sense, Humanized Management emerges as a guide for new managers of sustainable organizations that need individuals who produce with quality and for this they need to be treated with affection, love and urbanity by the administration. There are many companies that act in an extremely aggressive manner in the environment, such as pulp and paper mills, ore companies and plant extractions, but studies have shown

that the development of sustainable projects has improved the performance of these companies and Diminished its environmental impacts and within these sustainable practices we have the humanized management that comes, once again, to contribute to the valorization of the human being as human being, comes to solidify the corporate culture and, consequently, to increase the productivity.

III. METHODOLOGY:

The general objective of this study is to serve society in general, mainly to the administrators of sustainable organizations, as it deals with a practical and human view of people management, more specifically humanized management within organizations in order to contribute in a sustainable way And even strategic for the improvement of motivation and satisfaction in the work of the employee, thus providing an increase in organizational productivity. In this sense the approach is phenomenological, because it tries to describe facts; Therefore it does not seek the absolute and definitive; At any moment the phenomenon can be researched again and obtain a new interpretation (Canzonieri, 2011). This study is classified for its descriptive purpose, since, according to Vergara (2009) refers to a research that points out the characteristics of a situation, of a certain population or a certain phenomenon. It is important to emphasize that this work, with respect to the procedures adopted in the research, presents itself with a bibliographical character, since it was carried out starting from the collection of theoretical references analyzed and published in electronic and written means, articles and periodicals of scientific relevance. The management of people and, more specifically, humanized management, which is the most humane, tender and companion treatment of the manager, is focused on sustainable organizations and human productivity. To do so, research was also done on articles in the internet database, such as: Google Scholar, Scielo (Scientific Electronic Library Online) and others, considered within the years 2006 to 2016. The keywords of the research were: People Management, Business Humanization, Sustainability and Productivity.

IV. DISCUSSION AND CONCLUSION:

The purpose of the study was to contribute information that demonstrates the relevance of well-managed people management, and that can be really enhanced by the implementation of a more human strategic thinking developed by the manager who values his internal clients, Your employees. It is possible to affirm that a more humane management contributes to the increase of the motivation and improvement of the satisfaction in the human work; Once the manager manages to implement his philosophy of fair work and also has the goodwill of those who are part of his team. It is obvious that a worker who is not committed to the work will not yield enough that would even be motivated. However, studies indicate that if people's management is strategically utilized and ideologically cultivated, even this unimpaired worker can compromise if they truly feel part of this process. Humanized or humanistic management, that is, human management is not the solution of organizational productivity, but if well worked can greatly increase the profitability of the company, make a fantastic contribution to the improvement of the quality of life at work and the Organizational climate; Since the business fuel is not only the money, but also the human being.

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