

Human Management. . A New Trend of Contemporary Management

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Requirements of New Development Stage in Management Theory

According to the discussion of general scholars,the formation of contemporary western management theory and management school has experienced three stages. At the new stage or what is called the fourth stage of development in management ideology, there was a distillation of knowledge about people. At this stage, it was put forward that people are the most important resource and the most precious wealth.The theory of personality demands and spirits health was also raised. A series of new views and thoughts including self-guiding which relies more on employees, self-control and the management conforming to personality were posed. Furthermore, in practice, people actively carry out the management centering on people and have accumulated abundant experience.

Human Management and Enterprise Reforms in China

China is stepping up the economical reforms.

Firstly, the fundamental purpose of economical reforms is in actively promoting the development of productive forces.Man is the key element of productive forces.Any economic achievements are created by man.Therefore,our reform should also be the one centering on man.

Secondly,startion from the practical problems facing Chinese enterprise.As to chinese enterprise problems,carefully carrying out the management centering on man is,we can say,an effective medicine which suits to the illness.

Thirdly,China is an old civilized country enjoying several thousand years of history.Our Chinese nation has splendid culture tradition.Of that ,the culture of confucian school,as the main stream of the culture of Chinese nation,has two sides:one is negative,the other is positive. All men share a common responsibility for the fate of their country ,self-responsibility for the society and nation,the ideology

that country is on the basis of people, the morality rules of industry, self-discipline, respect for work and gregariousness, hard working and thrifty, ways of life such as stressing kindheartedness, emphasizing human feelings, keeping one's word, all of which have positive significance to modern economic development and scientific management. More importantly, China is a socialist country. The natural character of socialism is to make everyone become a master of the society and the enterprise, acquire free and overall development, and to make the best of everyone's talent. On this point, Chinese enterprise under the conditions of socialist market economy should take it for granted that carrying out the management centering on man.

Thought in the Face of Future

Future society is an advanced-technology society. Sophisticated technology is overwhelmingly and continually pervading every field of social economic life. It raises the human productive standard to a completely new stage. And so the work efficiency will greatly increase hundreds of thousands of times (according to an estimate of previous years, computers in America equal the work load of 400 billion people and increase the efficiency of man 2,000 times). In the times of advanced technology, how to regard man's action and whether or not carry out management centering on man? The answer is certainly affirmative. Because any sophisticated technology is created and applied by man and serve the people. As a result of this, higher requirements are put forward for knowledge about man, wisdom, management talents and creativity. Contemporary and future war of science and technology, in essence, is a war of talents. So knowledge and talents will revalue greatly, which will become the key to social economic development. At the same time, with the improvement of human civilization degree, man's position and value will of course also increase continually. Conforming to this development trend, higher and higher requirements will also be posed for human management.

Giant System Project

What is called human management is never only to pose one or two slogans, set up one or two systems, or make one or two measures, but means pervading management ideology on the basis of people into every link and respect of management work, forming a complete set of linking-up-together work system and setting up the system project of human management.

Firstly, human management, as a system project, must specify what its objective is. In brief, human management concentrates on inspiring the enthusiasm, initiative spirits and creativity, and focuses on greatly strengthening man's vitality. Man's vitality is the main sail for the voyage of management ship. Because of man's vitality, naturally we can greatly strengthen the competitive power of enterprise and set up a good image of the enterprise.

Revolving around the objective of inspiring man's vitality, what we need to explore further concretely is as follows:

1. How to respect people—put different levels of employees in what position and how to treat them;
2. How to make use of people—make each in his proper place;
3. How to foster people—adapt to the demands of enterprise and social advancement and make them continually grow;
4. How to care for people—carry out the management of relationship pattern;
5. How to form man's pooling efforts and the fate community in which workers and their enterprise share comforts and hardships; and so on.

Secondly, there is a need to study above objectives with the purpose of effectively realizing enterprise management and to study how to set up a linked-up, set and closely integrated management work system. We can respectively study every link of enterprise management work and the key elements of enterprise management, such as enterprise leadership system, organization structure, strategy and tactics, means and measures, enterprise culture, relations among people, work environment and management system. The problem lies in how to closely revolve around enterprise objective, set up every effectively functioning sub-system and combine together to form organic integrity.

Last, we also need to study the outside environment of management system centering on people. Although what we are studying here is the experience and characteristics of enterprise management, we can't keep away from the big environment and background to research isolatedly. The outside environment of human management includes three:

The first is market. Some famous entrepreneurs think that market is just man, and that studying market is just studying man and his demands. It comes down to the extension of management ideology, centering on man, namely, studying market, man as a

starting point. Consequently, we should not only respect employees, but also consumers.

The second is educational base. Management on the basis of man, spirits, temperament, work ethics, collective consciousness, labor discipline, value concept, responsibility etc., all of which have close relations with social education system from primary school, middle school to college. Therefore, there is a need to study the influences which productive educational system have on enterprise human management.

The third is big macro-environment. Namely, study the effects which the whole economic system, economic policy, economic situation and the government have on enterprise guiding pattern and enterprise management.