

The Role of Psychology and Psychiatry in Managing the Sustainable Development of Society

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Abstract

This work considers the role of psychology and psychiatry in the theory and practice of modern management related to the problems of sustainable development of society and innovative ideas. The relevance of the role of psychology and psychiatry in social management is due to the reality of the modern globalizing world, its multicultural, cross-cultural and ethnic and social diversity and the need to adequately reflect all this in academic thought and in the real life context. Changing requirements for social management in the modern period due to the complexity of social life, the development of which is associated with instability, different scenarios of transition to sustainable development, the search for mechanisms of such a transition. New social requirements related to the increased responsibility and value of each individual, the creative potential of leaders and at the same time the spread of deviant and destructive behavior require the study of adaptive mechanisms of personality based on psychology and psychiatry. It can be assumed that the laws of psychology of psychiatry will contribute to the science and practice of social management.

Keywords: Social Management; Psychology and Psychiatry; Culture; Destructive Behavior; Adaptation; Conflict

Formulation of the problem

The relevance of the stated topic is due to the theoretical and practical aspects of modern management and the increasing role of psychology and psychiatry as the mechanisms for the sustainability of social development as a whole.

In the modern world the increasing complexity of public life, the processes of globalization activate constant changes and conflicts, both in the social sphere and in the economy, business, finance, politics, in other words, in almost all spheres of social development. New social changes reflect the phenomena of transhumanism, multiculturalism, the increase in cross-cultural interaction, the strengthening of ethnocentrism, and in some cases of Nazism. Changes in various areas contribute to the further development of society and predict the formation of the instability of social processes, regardless of progressive or regressive development. Since development is always associated with a transition to something new or a change in the former, people form a perception of instability and instability of life, fear, insecurity, deprivation, deviant and destructive behavior appear, which prevent the construction of positive life scenarios.

This situation is reflected in scientific research, which declares a violation of the holistic vision, the "holistic vision of the world" and its objects, the reasons for which are explained by changes in the human brain, dysfunctions in the activity of the right hemisphere of the human brain in conditions of social change [1].

At the subjective level, some people perceive the stability of the social system as a stagnant phenomenon and the absence of any development, not giving them the opportunity to see the prospects for their own development. For other people, on the contrary, the instability of the development of society creates insecurity in the future, fear and destructive behavior.

Self-consciousness of the individual, his socio-psychological representation, the system of relations between people, interactions with other people change in the conditions of changes in society and affect the mechanisms of brain activity and acceptor of human actions, to make decisions. Only the mechanisms of interaction of the cerebral cortex of the brain helps a person to comprehend complex social processes, to perceive the environment and the world in an orderly and holistic manner.

Proposals for solving the problem

Thus, the mutual influence of social, psychological and physiological processes suggests that social technologies of social management can influence the perception of the stability of a community in the context of social change and development.

The versatility of society and its constant change determine the instability of social processes and the need for their versatile study based on social management. Social management reveals the role of psychological and medico-social technologies in shaping the perception of the stability of social processes and the stable well-being of an individual [2].

Management in the social management system is designed to enhance the adaptive capabilities of psychology and psychiatry to the conditions of a changing external environment based on the goals of sustainability and innovative development.

The system of social management is understood as a complex set of interaction of people for solving certain tasks through certain functions. Like any system, social management has a structure that does not remain unchanged but is characterized by mobility and variability. Social management involves interaction based on the systematic, regular influence of the subject of management on a social object. Management for effective social management develops several approaches: specifically historical, comprehensive, systemic and requires the use of laws and regularities of managerial influence, building models of controlled objects and subjects, ensuring a systematic approach and integrity in social management. We propose to consider social management from the point of view of the aspect approach and to single out one side of the relations of social management related to the role of psychology and psychiatry. That is, it is important to pay attention to such a component of the management object as resources, means, such as the creative potential of individuals, social groups, organizations, their capabilities, creative energy. The role of psychology and psychiatry is to increase the effectiveness of social management and more efficiently use social resources (motivational, intellectual, informational, etc.) to effectively achieve the goals set, taking into account external and internal changes in public life.

Social management advances social and psychological technologies in the number of priorities in the system of management of social processes, relying on the socio-psychological theory of personality and groups, motivation of activity, etc., and related approaches.

One of the approaches is related to the regulation of the system of motivation and personal values in the manifestation of such phenomena as deprivation, escapism, communication disorders resulting from various social processes, therefore, in the course of data analysis, causes and consequences are comprehensively considered.

The second approach reflects the social relations in the group and the patterns of individual behavior in the group, the system of inter-group relations and social management through the mechanisms of leadership. This means that the properties and qualities of a leader are interested in sustainable development and in every way encourage their actions. And, on the contrary, influencing the activity of social strata and groups whose activity leads to an unstable perception of the social world.

Social management involves solving social problems at least at three levels. At the macro level, that is, at the global level, macrostructures of a world scale function and the conditions for sustainable socio-economic growth, full employment of resources, minimization of inflation are studied [3]. The managerial impact of social technologies at this level is exercised on the community as a whole.

At the meso level, the focus is on state and regional interactions. At this intermediate level, socio-psychological and medico-social technologies of influence are used when solving problems of interaction of people in medium social groups.

At the micro level, the interests of small business entities, entrepreneurs, businessmen, workers, their needs and motives, market demand and consumer behavior, etc. are examined. In other words, at this level, the laws of the functioning of individual subjects in a market economy, the peculiarities of human behavior and groups in different types of market structures are analyzed. Therefore, at this level of interaction of people, it is possible to use technologies of social adaptation in solving problems of the individual and small groups.

From this point of view, a person can be considered as a separate individual only in a limited physiological sense, since people live, seek the meaning of life and achieve satisfaction of desires only in the course of social interaction mainly in a group.

The regulation of social processes through social management relies primarily on psychological and socio-medical technologies that, in changing environmental conditions, are focused on the development prospects of society and the environment.

The nature of the controlled activity is determined under the influence of managerial influences on the object of management. On the one hand, it extends to the management of individual human activity and the management of collective activity of people, on the other - to the management of material resources and human resource management. The latter includes the processes of management of social development, education, employment, labor, social security and others. In other words, the classification of types of social management corresponds to the classification of the main areas of social organization: social, political, spiritual and economic.

Psychological and medico-social technologies give stability to the perception of an individual and groups through an orientation toward internalized life scenarios that have been formed in the process of socialization and internalization of the personality. Life scenarios according to E. Berne are formed under the influence of such elements as: 1) instructions of parents; 2) the desire for self-improvement personality; 3) acts of childhood; 4) the "inclusion" of the system of social relations, the experience of success or failure; 5) the system of motivations and attitudes, which determine the most important actions of the individual [4]. Vital scenarios are formed in the process of the whole life of the individual, from childhood to adulthood, and are reflected in the identity of the individual [5].

In the new conditions of the impact of globalization and market economy, the instability of social processes leading to changes at the level of the individual and groups, life scenarios with the help of psychologists and psychiatrists play an important role in the perception of stability and instability of the individual, group and modern community in general [6].

We propose to highlight the following psychological technologies:

1. Diagnostics of the intellectual status and mental health of persons conducted by psychologists and psychiatrists, their condition and functioning, and subsequent correction.
2. For example, in the medical literature, some researchers suggest the use of computerized methods for diagnosing a person's mental state by facial expression: "Using a video camera, a computer builds two new faces of a person. One portrait is made up from the right half of the face (spiritual, genetic portrait), the other is from the left social portrait)" [7].
3. Social rehabilitation, which includes the impact on the person in order to form positive scenarios and skills to improve the level of mental health and personal support. One of the most important areas should be the adaptation of the elderly. For example, the new project "Moscow longevity" offers free classes in sports sections, creative studios, on educational courses [8].
4. Socio-psychological adaptation, which is connected in a single complex with physiological, psychological adaptation.

Any kind of social adaptation or maladjustment of the individual and groups depends largely on the biological, physiological, mental properties of a person and his social development in the process of ontogenesis and sociogenesis.

At the same time, well-organized psychological and medical-psychiatric professional work on the part of social services provides as-

sistance to individuals, groups, social strata of society at various stages of their development and level of their social adaptation. Achieving the state of adaptation of the subject by establishing a dynamic balance between his personal attitudes and the expectations of the social environment can be carried out on the basis of scenario management.

We believe that prospects for further research on the role of psychology and psychiatry in social management are associated with scenario management, a special management function of the subject of management, features of the management object, resources and specific interaction scenarios.

Scenario thinking develops a systemic vision and allows making a free choice of a scenario, integrating situational parameters and realizing a goal based on an imaginary future, and control from its side. In this case, the technology of social adaptation of the individual and groups affects the processes of interaction, communication, and self-consciousness in the social activity of a person, revealing his inner world, realizing hidden potencies that help to fully engage in social processes.

Conclusion

Thus, the increasing complexity of social processes in the conditions of modern globalization, increasing the responsibility of the individual and the value of each individual in a changing world require the use of social technologies to manage the individual, group and community with reliance on the best patterns of psychology and psychiatry.

In social management, the role of psychology and psychiatry has increased, which consists in managing the sustainability of the perception of social processes and managing stress and conflict situations.

Psychological technologies of influencing a person and social groups make it possible to regulate the sustainability of the development of social processes and promote a positive perception of interaction in the community.

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