



# Corporate Management of Cultural Systems

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**Abstract:** Cultural development initiatives taking place amid the resultant vector, compounds advance imposed by major social entities (developed countries) with great networked, clustered culture in the European area in the first quarter of the XXI century. Essentially, launched to challenge the study paper "corporate management of cultural systems", which means some kind of "new bureaucracy" but the spiritual background, creative, organizational and positive deviant behavior. The paper was presented at the international conference "Cultural Wealth Management" at the Romanian Academy, 11-12 June 2015, Bucharest, Conference stated in scientific events of POSDRU / 159 / 1.5 / S / 136 077 "Romanian Culture and European cultural models: research, timing, sustainability". Resumed article for international dissemination shows that there is a need to develop new rules for the operation of management systems of national cultural wealth, not as an affront or resistance to the new wave of homogenization, but as a variation of aging, "conservation living", indigenous culture and cultural wealth to be distinct contribution to European culture.

**Keywords:** Corporate Management, Cultural Value, Cultural Wealth, Management, Cultural System.

## 1. Introduction Corporate Governance Culture

Regional cultural self-definition encouraged substantially in the last decades of socio-economic development in Europe and Romania is about to be instituted that operational and conceptual system given economic control through a non-corporate management tends to establish a materials resource base to reduced, but a new resource base of knowledge widening, with the transition to the knowledge society and acceptance of the results / effects of integration and globalization.

Cultural European Environment in national spaces of member countries developed presents strategic commitment in the first quarter of the XXI century for 1) economic cultural growth/development, 2) establishment of major cultural trends of synthesis, which with the help of European integration and globalization become dominant, placed over national and cultural lines, 3) financing programmed deficit trends in the sphere of culture.

The culture of contemporary global progress conventionally equated identity with the advance towards a specific horizon, generate complex spiritual behavior, sometimes confusing, which requires a new way of thinking to solve decision-making and transparency issues of collective cultural, societal commitment.

Classical address elements of cultural complexity are now opposed to thinking, experience and global, integrative sentiments.

The Romanian cultural system, on contemporary temporal platform identity is yet formalized trough values, own.

Different decisions, even in sub-indigenous narrow cultural fields, specialized, have increasing chances to be generalized under integrative momentum dominant trend in European cultural space, because the solutions are from schemes, techniques, methods etc. which nowadays are characterized by increasingly high ability to consider many factors interrelated that dominating spiritual and social systems.

For observing the near future, medium-term and long associated culture / cultural Romanian values, on integrative perspectives of organization and management, it turns out important the collection of cultural results thinking throughout the history of domestic mental of general cultural becoming own pattern.

In examining the historical context, [Bacon \(1214 -1292\)](#) formulated the idea of science-based perception and direct observation of nature. Roger Bacon nicknamed "Doctor mirabilis" was one of the most important philosophers of the Middle Ages, making contribution to science by promoting experimental method, stating: "Without experience can not know anything thoroughly. There are two ways to reach knowledge: by reasoning and experience. Many are those who have evidence of what can be known, but how they do experience ... can not avoid what is harmful." "He who wants to enjoy without doubt the truths underlying the phenomena must know how to give experiment". ([http://ro.org/wiki/Roger\\_Bacon](http://ro.org/wiki/Roger_Bacon)).

In the book ([Gaf-Deac, 2014](#)) it is talked about J . Kepler (1571-1630) and Galileo Galilei (1564-1642) which introduce and obtain public recognition of the importance of mathematics, that allows abstraction concrete reality. Also René Descartes (1596-1650) highlights an impressive manner the image of the human body (being), which is nothing but a "great facility". At the same time I. Newton (1643-1727) base their visions which can justify physics principles related to movement, which radically alters how to deal with decisions in a changing context, wider complex.

Also as described in the book ([Gaf-Deac, 2014](#)) P. Laplace (1749-1829) identifies science face to face with the man (in the contemporary situation, manager) as "an inanimate machine."

Early twentieth century is marked by "the economic domination", the decision is thought to mathematized, accurate, causal, analytical, mechanical, materialistic.

What is not covered by measurement or mathematical representation was doomed to be neglected field of research.

Was the time to each subject, phenomenon, flow etc. to be subjected to suffering separation of decision-making in tiny parts being sought linear causal links between them unique.

In the mid twentieth century, systems theory and ecology emerged as a "new science", they have brought to the fore pluralism countenance same response (solution) by several researchers (current).

Reductionist science joins cybernetics as explanatory tool, useful in making decisions.

In fact, there was a new scientific level, supra-disciplinary, which led to complicated methods of organization and management of productive economic and social systems as a whole.

[Rosnay \(1975\)](#) and [Vester \(1988\)](#) introduce the concept of "Biocybernetics" as an argument for a stronger development of systems theory.

Cultural development initiatives occur, therefore, amid the resulting vector / compounds advance imposed by large entities with large clustered crops in the European Community at the beginning of XXI century.

Essentially, what starts as a challenge study in this paper, ie "corporate cultural management" means a type of "new bureaucracy" but the spiritual background, creative, organizational and positive deviant behavior.

In fact, cultural wealth management requires some re-bureaucratization of the field. De-bureaucratization general and imperative required in contemporary socio-economic environment, including culture, is favored (by negative deviance) counter-cultural alternatives deregulatory with corporate management.

In fact, not advance the idea of bureaucratization / de-bureaucratization of creation, expression, freedom etc, but we clam re-bureaucratization of corporate management of national cultural wealth, the "materiality" of real knowledge and collective experience.

In the cultural and social situation in the countries - members developed Union European as well as the transition to integration, already meet strategic situation and operational cultural growth sustainable and the emergence of big lines integrative culture through European projects launched in the field, programming conditions of European integration and globalization becomes dominant cultural and spiritual environments nationally and regionally, internationally.

In such a framework, feels the need to develop new rules for the operation of management systems of wealth national cultural, not as an affront or resistance to the new wave of homogenization, but as a variant kept, "conservation" Living the indigenous culture and cultural wealth to be distinct contribution to European culture.

In managing cultural organizations (especially those considered large conventional), it appears that appeared potentially display cases categorized as unfair, unethical behavior sometimes inter-dominant cultures between European peoples. These situations and decision makers who, through complex attitudes, invoice is exacerbated ethnic cultural risk factors in the socio-economic mainstream of united Europe.

Therefore, there is a strong requirement to establish new prospects in relation to current methods of managing cultural wealth, take attitudes towards the way frequently incorrect action of cultural managers in areas of extreme thinking in relation to cultural competitive global environment.

Definition of corporate management are the subject of studies and analyzes in the field, being justified by the need to know the dimensions and implications of the phenomenon of subjective decisions that determine dysfunctions, imbalances within the cultural wealth national, international and European level (Gaf-Deac, 2014).

On this basis it occurs appearance and actions need to establish effective measures to prevent and combat mistakes in organization and management of cultural wealth.

Among the causes of the emergence of generic management faults and lack corporate operational management of cultural wealth are retained:

- 1) concern especially of cultural makers organizations to their own interests;
- 2) owners are separate cultural entities in the field of organizational management;
- 3) acting makers frequently, on behalf of their own interests, rather than the interests of the people and cultural wealth system;
- 4) costs for actions under the directions of interest established cultural organizations are actually borne locally, not makers.

Makers cultural independence is not always respected in the management of cultural organizations that hold, protect, develop and/or promote cultural wealth and scheduled performances in organization and management in the field are not met.

Consumers of culture, often passive attitude issues and organizational development of cultural wealth management and as such, administrators can use subjective decision, unsubstantiated, damaging the smooth functioning of Romanian culture.

It notes that, currently, cultural activities and "assets / materiality" must be based on knowledge organized and conducted in a manner different from traditional formulas.

Conducting series of activities, cultural activities etc. natural form, random does not usually lead to conventional utility expected results or consequences of the action, process and phenomenon.

The above aspects contributory facilitates understanding of contemporary cultural processes, generating alternatives and options for different forms of organization and management of their cultural and wealth, this time the corporate bases.

As such, corporate management of cultural wealth contemporary spiritual resolve issues specific theoretical and practical premises provides substantiation process transparent and ethical management decisions or cultural resource management.

On this basis, we obtain formulas systemic thinking on ethical behavior and transparent cultural organizations and individuals, using techniques and methods for solving specific but assumed referential, organizational and leadership issues of cultural wealth (Gaf-Deac, 2014).

It identifies the following main approaches alignments and operationalization looming for the future corporate management of cultural wealth:

- Lead to print direction and purpose;
- Choice possible sustainable strategy;
- Emphasis on development, testing and proper allocation, real / realistic resources for culture;
- Building capacity for conducting multiple transparent multidimensional values, wealth and cultural acts;
- Operationalization of all the resources actually possible thought and cultural creation;
- Corporate culture and organizational learning in the management of cultural wealth.

Through such efforts is envisaged corporate "delamination" general cultural management, analytical learning, learning by doing.

## **2. Research Methods, Results and Discussion: Notional Content of Management and Forms Related Corporate Management for Significant Romanian Cultural Wealth**

In this context, corporate management is a) a concept and only partially (significance and role reduced) b) an instrument (Gaf-Deac, 2014).

Notional signal/defining the management of corporate wealth on Romanian culture has contained references for 1) architectures of free, independent and autonomous control in cultural organizations, 2) organizing and managing the wealth of Romanian culture, 3) providers of wealth Romanian cultural 4)

consumers/customers of Romanian cultural wealth, 5) stakeholders and 6) employees/management employees in cultural area and Romanian cultural wealth.

Notional content above has associated elements/forms managerial significant as well: 1) financial responsibility, 2) ethics, 3) increased confidence 4) the interests of investors in culture, 5) the interests of the whole of the cultural organization and 6) transparency for state and the fate of Romanian cultural wealth (Gaf-Deac, 2014).

Management/corporate governance of Romanian cultural wealth targeting a finite set of relationships between decision-cultural entity management, stakeholders and spiritual environment friendly. The concept of management/corporate governance Romanian cultural wealth formula aims are identified and undertaken by the entity's objectives/cultural organization, ways of achieving the goals and monitoring performance in the field.

In fact, management/corporate governance wealth Romanian cultural aims to harmonize the rules, laws and practices in the cultural sector national, regional, European, international and global, encouraged attracting cultural capital dedicated to achieving efficient entity's objectives/cultural organization, generating long-term cultural value for a country like Romania.

The logical framework for decision making by corporate wealth management Romanian cultural manifestation which comprises the main function of culture based on knowledge materialized situations occurring inside or outside its environment.

Between a) the overall direction of thought and b) practical action Romanian cultural wealth management, work methodologies that provide cultural systems subject to decisions addressing representation.

In this framework to be initiated as corporate cultural phenomenon. Corporate decisions on Romanian cultural wealth may be subject to global thinking, disciplined.

The main elements constitutive of thinking global corporate decisions on Romanian cultural wealth are: 1) the whole and its parts; 2) network; 3) system and its environment ambient (surrounding); 4) the complexity; 5) order; 6) feed direction (orientation) and 7) development (evolution) (Gaf-Deac, 2014).

On such a background of knowledge management is that corporate management of the Romanian cultural wealth are a number of internal and external control mechanisms of deposit organizations and cultural knowledge, which determines the balance between fairness and authority of managers in the field.

What interest, essentially, it is functioning sustainable, ethical and transparent local cultural organizations given that there is no cultural programming, but only indicative manifestation in the field.

Widening Heritage and Cultural Affairs determines basically an administrative framework, managerial new combinations in which the protective on Romanian cultural wealth.

Some value, strategic areas of national cultural importance and wealth may remain distinct within state action.

Management of modern corporate wealth Romanian culture are therefore the synthesis between science, practice and art, a mood that reflects some way to accept transparent and ethical novelty cultural eventually decanted as perennial search, see , to want to advance.

Corporate wealth management forecast Romanian cultural concerns in the design of sustainable development in the interest of the national community, embodied in the medium and long term plans.

Corporate management dynamic Romanian cultural wealth is based on exploration for future studies and long-term forecasts, as this is a place to prepare the future.

### **3. Conclusion**

- Corporate Decisions on Romanian cultural wealth may be subject to global thinking, disciplined.
- Management/Corporate Governance wealth Romanian cultural aims to harmonize the rules, laws and practices in the cultural sector national, regional, European, international and global, encouraged attracting cultural capital dedicated to achieving efficient entity's objectives/cultural organization, generating cultural value term for a country like Romania.
- Management of corporate cultural wealth contemporary spiritual resolve issues specific theoretical and practical premises provides substantiation process transparent and ethical management decisions or cultural resource management.
- In the cultural and social situation in the countries - members developed Union European as well as the transition to integration, already meet strategic situation and Operational cultural growth sustainable and the emergence of big lines integrative culture through European projects

launched in the field, in terms of programming of European integration and globalization becomes dominant cultural and spiritual environments nationally and regionally, internationally.

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