

Implications of cultural and social values for the institution's human resource

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Abstract:

Institutions' crises are based on behavioral values and have not given attention to their value meaning. which did not concern the cultural value aspect and was not taken into account when patterns were developed for those institutions, which were imported patterns without regard to their cultural and social value dimensions and which focused on structural aspects of material and administrative dimensions relating to the organizational, financial, material and means structure, Consequently, it did not affect the problem of foundations and foundations related to the human element and values of the institution, which have to do with the institution's cultural and social value environment internally or externally.

Keywords: Values, cultural values, social values, human resource, institution.

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Conceptual framework:

Cultural Values: A Term: The World is Known by Roques Milton: "Cultural values are perceptions that lead to preferential behaviour and serve as criteria for choosing from behavioural alternatives available to an individual in a situation. Thus, an individual's embrace of certain values means expecting to engage in behavioural activities consistent with those values." (Rokeach Milton, 1973, p 115)

Durais interprets the concept of cultural identity "as subjective in favour of a relationship that becomes established between cultural bearers in their relationship with each other or with others." (Louis.J Dorais, p3)

Procedural definition: We mean cultural values as a set of qualities and principles of fundamental value that are compatible with the worker's needs. They are regarded as a way of life, governing his actions, manifesting in his behaviours and constituting the prevailing and common cooperation and loyalty of the workers to organize.

* Social values:

Terminology: They are socially agreed desires and concerns, which represent social products within the network of human relations in society, as Emile Durcain said: "A set of values and ideas. Human relations are rules that reflect social values, meanings and morals that preserve the continuity of society." (Emile Dor Kaim quoting Kamal al-Sabi, 1985, p. 23.)

Procedurally: Social values are a set of qualities and characteristics that are desirable by society, and are generally not beyond the scope of benefit as they are generally values in daily communication and interaction between workers.

Organizational culture:

Gibson defined it as "meaning something similar to the culture of society. The culture of the organization consists of values, beliefs, perceptions, assumptions, norms, norms and objects of man, common behavioural patterns. The culture of the organization is its

personality and climate. The organization's culture defines appropriate behaviour and connections and motivates individuals. " (Gibson quoted by Hussein Harem, 2003, p. 85.)

Procedural definition: Organizational culture is a set of values, assumptions, beliefs and perceptions shared by workers, and represent a framework that guides their behaviour and relationships with each other and others.

Human Resource:

Human resources are identified as one of the most important parts of the Organization's management, which is concerned with the proper training and management of staff, given that staff are the most important assets of work. It is an overarching contemporary term used to describe the Organization's personnel management and development and is also called personnel management.

Institutional: For M. truchy, the Foundation is defined as the unit in which it collects and coordinates the human and material elements of economic activity. The Enterprise is organized to achieve some kind of business, such as the provision of services according to special regulatory standards.

The Value Format of Social Interaction (Human Resource):

Any organization in need of an organizational cultural value set structures, regulates the functioning and regulates actors' behaviour Organization as an organizational coordinator, working to sustain its presence through a set of mechanisms that allow it to continue to be operationalized, Human work is one of the most important elements to bet on through the latter's potential and qualifications, which contribute to the smooth functioning of the work. As the Organization contains human resources with values that direct these resources towards the Organization's objectives and strategy and adjust its procedures and charters for their behaviour. Thus, the value elements and the labour representation are consistent with the human components in order to achieve the integration of the organizational and overall balance that does not occur unless the partial harmonization

between them is based on the achievement of its objectives. Organizational cultural values are therefore a necessary tool for regulation and must be embraced by individuals. (Omrani Tsameur, 2021, p.297)

Values contribute to the creation of an appropriate organizational climate, which effectively improves and develops performance, This helps to achieve individual, collective and organizational goals and activate the value role organizational behaviour and organizational performance to achieve the organization's objectives, Attention to human resource contributes greatly to the work and motivation of humanity, which has provided effective results such as those indicating the effective role of values in determining the efficiency and effectiveness of organizations and rationalizing the behaviour of the human resource, which is considered a living and active energy if it is taken care of before the recruitment process and its satisfaction with the work engaged (Abdelkarim Puyahyawi, 2007).

Cultural values from Malik bin Nabi's perspective:

According to Malik Ben Nabi, culture is a set of moral qualities, social values that affect an individual from birth and become subconscious in the relationship that links his behaviour to the way of life in the medium in which he was born, in this situation is the surroundings in which the individual formed his own character and character, which reflects a particular civilization, and which moved in the scope of civilized man.

The importance of organizational culture

Organizational culture is regarded as "a manual for management and workers to shape and guide behaviour and relationships that must be followed. It is the intellectual and value framework that guides the members of a single institution and organizes their work, relationships and achievements. It serves as the organizational framework of a group and defines their expected career behaviour for individuals. "(Atiyah Majda, 2003, p. 340).

It also shows the study of the institution's cultural and social framework that helps to

understand and interpret the behaviour and psychology of individuals, the values they believe in, such as the importance of time, disciplinary and orderly behaviour, perseverance, desire for action, achievement and loyalty...

They are all features of success in any field, all these data help managers to analyze, predict and control workers' behaviour, and to see how individuals influence each other's behaviour, and they are also "The motivations of individuals affected by their cultural and social context are known. Hence, the importance of studying this area, which allows managers to organize work in a way that is more responsive to individuals' needs, and thus is of great importance in motivating and enhancing their efficiency. "(Al-Najjar Muhammad Adnan, 1993, p. 58)

Values:

Society works to select and instill values in individuals through social institutions. Societies that "possess a high degree of fortitude and stability in socialization practice can provide a value system that tends to retain their basic characteristics despite society's obstacles to changes. Other less stable societies do not. "(Mourad Zaimi, p. 186).

Cultural and social values and their importance in social life:

Values in the world "Parsons" is a sociocultural phenomenon originating in cultural construction that seeks to control and control social action. (Organic, personal, societal, and cultural) varies depending on their ability to control, depending on the amount of information in the format. Culture or cultural format is considered capable of controlling and controlling behaviour for having large amounts of information, and the value format of the components of culture where it has the ability to control and control.

Values are general norms in which members of society share the function of stabilizing social construction through solidarity in society, which in turn affects social construction.

* Values are a common conviction for the bulk of all the Organization's personnel so

that there is adherence and control in their actions, behaviour and duty, the ability and efficiency of social construction based on the production of shared values that guide behaviors and efforts to achieve the common goal.

* Values are judgments made by an individual in detail of subjects and objects and their appreciation of these subjects or objects. These are done through interaction between an individual's knowledge and experience and the cultural frameworks in which he or she lives and acquires these experiences and knowledge.

The importance of cultural and social values in social life:

Values are one of the Foundation's main themes, and because values are characteristic of the human species, have a strong relationship with human life and communities, and people adhere to values because they give their human existence the meaning that distinguishes it from that of other entities. "Human beings, at any level, cannot live without values and leave the search for what is higher in their eyes than those of them, because ultimately value is everything to them." (Spring Memon, 1980, p. 327).

The sum of values in a society constitutes a value system regardless of their complementarity or diminishment. This value system is an important part of the terms of reference for human behaviour and thus affects the choice of goals and the identification of the means and methods leading to them, which, on the other hand, represent "In line with the criteria by which objects are judged and the conduct of individuals and groups is determined and appropriate sanctions for such conduct are established." (Murad Zeid, 2004, p. 184).

Ways to acquire cultural and social values

Family:

The family "prepares the young and transmits the heritage from generation to generation for the personality of the citizen to raise him physically, mentally and spiritually. It deposits deep within the young the beliefs and values that it wishes to establish. The role of

the family as an important and fundamental mediation between culture and the individual can be emphasized through which values are instilled or changed in the children. "(Zakaria Abdelaziz Mohammed, 2002, p. 40).

Cultural framework elements of values, habits, patterns of behaviour, etc. are passed on by parents from grandparents and then to grandchildren or by cultural framework elements from adults to young people through the process of upbringing: "What is known as the process of social normalization, whereby young people acquire and learn nature, customs, behavioural models, standards, lifestyles, social values, opinions, and ideas prevailing in society where they can be prepared for life." (Mustafa al-Bahi, 1996, p. 20)

Language and Education:

Language:

Language is a social phenomenon reflected in it, as well as through it all phenomena prevailing in society from the advancement or delay and from the rise or fall, Language advances the advancement and development of society and falls through the fall and delay of society. language is one of the factors conducive to the acquisition of values, given that language is the bearer of the values that prevail in society. The language facilitates communication and communication among members of society.

Education:

Education contributes significantly to raising awareness among succeeding generations in order to build a strong and coherent society. Illiteracy remains one of the problems experienced by the world's countries and is a barrier to economic progress. "Education is the sour that dissolves the personality of the organism and then makes it as it wishes." This acid is stronger and more effective than any chemical, it can turn a mountain into a pile of soil.

Information:

The media through which members of society interact to take children and young

people's ages have a significant role to play in the process of socialization and in creating social awareness.

These means are diverse, including radio, television, cinema, newspapers, magazines and recordings. "Information has a vital role to play in raising members of society, forming their own personality and providing them with experience and knowledge and the impact of each of these means depends on their effectiveness and the quality of their content and content on the one hand, All means share the objective of communicating a message, idea or information either audible, visual or read and socialists have realized that children, young people and even adults have the importance of building personality in the media. " (Mustafa al-Bahi, op. cit., p. 28).

Characteristics of cultural and social values:

There are several factors that interfere with society's choice of a system of values and beliefs, the most important of which are:

- The caste structure of society: meaning is it a mono-caste, binary, or multi-tiered society, and the extent of the differences between these castes the nature of their relationships.

The form of the main building unit of society, which means "The family of the nucleus: is it the common family of the father, the family of the uncle, or the family of the uncle in the same way as some primitive tribes" (Ali Nabil, 2001, p. 441).

- we can say that the fundamental sources from which social values derive: living patterns, family structure and religion.

Lifestyles: In the subject of values in Arab society, the social researcher (Halim Barakat) explained how social values vary according to different environments, whether peasant or urban, and mentioned the value compounds that distinguish each.

Family structure: In Arab society, the family forms the nucleus of social organization

and carries out several functions for its members, so it is an important source of values, and there are at least five value trends, directly related to family and tribal life, diversity in Arab culture towards an emphasis on organic values, more than on "The values of individual independence and a tendency towards dependence at the expense of self-reliance, adherence to the right to choose, compliance and cruelty, adherence to the values of obedience, and greater emphasis on punishment than fusion in the group, which results in an adverse tendency to assert and amplify self-affirm, while imposing men's control over and isolation between women." (Halim Barakat, 2000, p. 241).

Al Mahdi Ben Issa believes that values must constitute a conviction not only for the individual, but must be a common conviction for the most part if we do not say to all members of the organization so that there is adherence and control in their actions and behaviors or in what he considers to be a duty or what they do not consider to be and here demonstrates the capacity and efficiency of this human group or of this social structure based on the production of this kind of shared value that directs behaviours and efforts or directs them towards the achievement of the common goal and therefore, The test or frame of reference that a person invokes during a trade-off between topics and alternatives.

The importance of the institution's cultural dimension:

* The importance of social culture in the study of organizations, especially in developing countries, which have neglected the cultural and social dimensions of those societies. The result of many projects has been a failure and the fate of Algerian institutions is not very different. This failure is due to the import of management methods that are incompatible with Algeria's cultural environment.

* The need to adopt strategic management theory that ensures long-term strategic objectives, enables the institution to adapt to contemporary transformations, and prioritize investment in human capabilities and skills, through the adoption of appropriate strategies.

* Work to make workers integrate into the objectives of the enterprise and sensitize

everyone that individual success is compounded by the success of the enterprise by creating a competitive atmosphere among workers by rewarding the efforts of active workers and by recognizing, even orally, the efforts made and introducing new patterns of modern scientific management of enterprises and the formation of managers in these patterns, The increase in wages and moral incentives and their distribution in fair ways and the attempt to create the right atmosphere for workers' participation in the expression of opinion and collective participation in the decision-making of the enterprise.

* The reason for the growth of negative phenomena in employment has resulted in negative behaviours due to the general weakness of management in the enterprise affected by cultural factors associated with the value of work and time by workers and the absence of participation in decision-making. The poor functioning is influenced by old management legacies due to the absence of a strong organizational culture in the enterprise.

"Changes in all aspects of the institution have not had results. This persistent failure of role and attention succeeds reform policies has left us wondering and looking for the actual handicap behind it." (Ben Issa Mohamed al-Mahdi, 2004, p. 05)

The Algerian institution's reality often lacks financial, material and human resources. On the contrary, it lives on surplus financial and human resources. Some studies on development issues in Algeria indicate that

Today, whether public or private, the institution lives in a changing environment of great complexity, which encompasses all areas, economic, political, social and cultural.

The Foundation seeks to link and integrate the goals of its workers' representation of this living human energy with the main objectives of the Foundation. The process of linking and integrating the Enterprise strategy with the human resources values strategy has become a fundamental and fundamental pillar of the Organization's achievement of its objectives efficiently and effectively.

"Institutions have begun to take care of the cultural dimension by treating their

members as bearers of values and cultural knowledge from their first environment and their social upbringing that influence their ways of thinking and perception and define their attitudes in order to make the institution a cultural environment that stimulates and supports behaviour in a direction that serves the objectives of the institution and members and takes into account the requirements, interests and objectives of the surrounding environment, as defined by their culture and treatment." (Nasser Daddy Adoun, 2004, p. 59).

Cultural values can be regarded as "a set of norms and principles governing the behaviour and orientation of the individual in his or her work and constituting a criterion of correctness and error, to which derogation is deemed to be liable." (Mohamed Hassan Mohamed Hamadat, 2006, p. 27).

Organizations strive to achieve the objectives set out through the strategy adopted, using all the financial and human potential of the Foundation to develop the Organization's values, beliefs and orientations, thus shaping its culture and identity. "Identity is the result of successive upbringing through which an individual passes through the various stages of his or her life. He or she moves from personal to professional identity through social identity. Human identity is not forever given but is built and rebuilt by the individual throughout his or her life." (DUBAR.C, 1990, p11).

The strategy must be formulated in a clear, simple and flexible manner, Society itself, as Emile Durkeim put it: "is a set of values and ideas, and human relations are only rules that reflect the values, meanings and social morals that maintain the continuity of society, and communities and systems are frameworks within which values and morals flourish." (Kaim's role quoted, Kamal al-Sabai, 1985, p. 23).

Conclusion:

The need has become necessary and renewed to reveal the nature, features and role of values as an important variable in all aspects of life.

Changes in all aspects of the institution have not yielded results, as this persistent failure in the role and succession of reform policies, The Algerian institution's reality often lacks financial and human resources. and, on the contrary, those who live on surplus means, Cultural gifts have been central and central to the crisis: rational and rational management methods and abandonment of interactions between individuals, And its cultural surroundings.

The value aspect was not taken into account when the politicization patterns of enterprises that were imported patterns were developed that were applied without regard to their cultural and social dimensions and without regard to the specificity of the institution's overall cultural and social environment, most of which focused on structural aspects with physical and administrative dimensions only relating to organizational structure and financial and material resources, Consequently, it did not affect the problem of foundations and foundations related to the human element within the institution and has to do with the institution's cultural and social environment internally and externally.

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