

Identity and Diversity an issue in Management

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Abstract— The proposal to understand the management of diversities in view of the talents found includes understanding the identities of both employees, the organization and the manager himself. Their beliefs and stereotypes can be impediments to organizational growth and loss of talent that are essential to the company's smooth running. The manager's emotions must be regulated as to his personal security in relation to himself and the environment. Having a good management of diversities will make a big difference in competitive markets. Since school management also begins to be seen in the same way as company management, curriculum changes are important in order to implement training focused on the organization's needs, in view of its vision, values and mission. Continuing education appears as a strategy for creating new management models.

I. INTRODUCTION

The anthropological differences recorded throughout the history of the human being denote evolutionary processes that range from its ontogenetic structure to living in society. To maintain itself as a species, man sought means of adaptation. Since the most distant times, this survival movement has directed every step of men in order to preserve themselves in the face of all the mishaps that are inflicted on them.

If before it was necessary for tribe A to fight against tribe B and defeat it so that it could perpetuate its dynasty today, both tribes are part of the same village and for the survival of all the concept of differences needs to be approached not as a problem; and if for the permanence of the species it is necessary to have some war, these peculiarities of each one can become like a war instrument against the extinction and, to manage these questions it is necessary that there is (continuing the analogy to the tribal context) the intervention of the chiefs .

As seen within the global marketing process, the issue of diversity is advantageous for those who “open their eyes” to this issue, as it expands the conditions to win in the competition of national and international markets that are

increasingly diverse,(MYERS, 2003). On the other hand, homogeneity can bring competitive disadvantages.

Thus, in order to broaden the discussion on the topic of diversity, this work seeks to verify how its management should occur in view of its challenges and new technologies in the different current social contexts and the mediating role of management in this process, given that every day, within the organizational context, there is a mix of talents in groups that deviate from that traditional view of employees with standardized characteristics, aiming at respect for equality in difference and individualization of treatments:

Based on the argument of the need to correct perverse consequences of the past, minorities and marginalized or socially vulnerable groups began to be contemplated with compensatory public policies and affirmative actions, in which two aspects stand out: respect for equality in difference and the individualization of treatments.(CARVALHO EJ, 2013).

It is clearly perceived that in the face of all globalized action, in all areas of human existence, a management model in which certain premises in relation to

diversity are set aside would be a setback in social achievements. And the education that stands as a door to the world has a great responsibility to foster new behaviors, as was the case of Hong Kong, South Korea, Singapore and Taiwan where “education was used intentionally to promote social cohesion and social cohesion”. sense of national identity”.(WILSON, 2011).

II. DEVELOPMENT - LITERATURE REVIEW

2.1 IDENTITY

Human beings have peculiar ways of presenting themselves, of living in society, of representing their social roles. This is part of their social nature and their cultural, ethnic or religious context has to be taken into account since all this served so that each one, within their own history, could form their personal identity.

The formation of identity goes through a range of feelings and rational and irrational decisions in the choice of personal investments that the subject makes for his identification. Subjectivity suggests our understanding of our self. It is what allows explaining why a subject clings to a peculiar identity.(MIRANDA, 2012)

On the other hand, there are organizations that also have their own history and that have gone through a construction of their own identity and that, when they receive a collaborator, have the implicit idea that he needs to have his identity reconstructed, especially when there is a need for change:

It is through this sharing of reality that the identities of individuals in organizations are constructed, by communicating to members, in a tangible way, a set of norms, values and conceptions that are taken for granted in the organizational context. When defining the social identity of individuals, what is intended is to guarantee productivity, through harmony and maintenance of what has been learned in coexistence. It is important to emphasize that these identities often need to be rebuilt, when the company is faced with situations that require changes.(FERNANDES, 2006)

The junction of this group of identities (company and employees) forms a set of information that can be used for organizational growth. When a company is looking for a collaborator, it excels in establishing the profile that suits the position, that is, someone with the personality to meet the requirements of the peculiar issues of the functions.

Therefore, once,(CARVALHO M., 2012), considers that the dualism of social identity and personal

identity is no longer the focus, and due to the individual's socio-cultural changes, a dynamic intersection that involves the subject's entire environment is considered, it is important to have a new look for the management's behavior towards the organization and its employees, considering their points of convergence, with all their qualities and diversities with those of the company, that is, people management would be intrinsically linked to identity management.

2.2 MISCELLANEOUS IDENTITIES

The functional character of an organization is delimited by its rules that are implicitly inserted in its structural scope. These internal instructions are what form the company's identity; it is for these qualities that one becomes known, loved, or hated.

Managing diversity, within such a broad market in which every day it is necessary to stand out in some way to attract and keep customers, is seen as a differential that gives companies competitive advantages, giving new characteristics to their identity:

For companies, one of the advantages of managing diversity is that it works as a strategy to maintain competitiveness in the context of globalization, in which markets are extremely diverse.(CARVALHO EJ, 2013).

So, within a corporate environment, there is the management of the organization's identity, of the employee's identity, without taking a look at the identity of its customers and, also, the manager's own identity.

2.3 THE EMOTION MANAGER

This being understood, now comes the development of the manager's understanding of his own personality demands regarding emotional regulation within the company's cultural transformation process in the face of the needs of the market in which it is inserted.

Emotion in management, therefore, is essential to measure the relationship between flexibility, democracy and autocracy present within organizations, which are vectors of a system that must be well coordinated so that they become a system that can instill people to work better. its human perception and motivation.(OLIVEIRA, 2011)

Psychologist Rogério Martins, pondering why, even knowing that change is something inevitable and present in human history, this still frightens certain people:

The answer, however, is both simple and complex. confused? For that's exactly what the processes of change cause in our lives: a sense of duality. All

this because what is involved are our emotions. No matter how rational and logical the person is, he will feel fear and fear of what he does not know. For some this is a stimulus and so they risk more. For many this paralyzes. It feels like an anesthetic. Fear takes over and makes your reactions one of resistance.(MARTINS, 2012).

Thus, the growing approach to diversities is a factor of change that can affect the manager with some psychic defense mechanism, such as resistance. It is, therefore, imperative that you have your emotional and cognitive conditions properly regulated and restructured, so that you are not a saboteur of the assimilation process when you are faced with competences, for example, technological, in people who flee from their Shiboleth.¹("shibboleth") peculiar, which does not meet your personal expectations.

2.4 SCHOOL MANAGEMENT AND TECHNOLOGIES

Social strata stand out for their unique conditions that involve needs that companies seek to satisfy and "The new information and communication technologies (NICT) and the growing human diversity in the most urbanized societies are fulcrums - perhaps the most important - generators of change in all social domains".(CARDOSO, 2001)

Education management was seen as a separate form in terms of administration, however, there is a need for the manager to see it as other companies that seek to adapt to changes in the sense of always favoring their customers are understood. Therefore, the curriculum for education comes up with a proposal to be guided more by aspects of citizenship, proposing a review:

[...] the clear orientation of the curriculum for education for citizenship and for the principles and values that support it; the explanation of the essential competences, at the end of basic education, which guide the exercise of this citizenship; hence, the focus on the social effects of the curriculum's products and, for all this, the strong challenges to curricular flexibility and transversality. In other words, this revision proposal, if carried out successfully, is more reformist than the curriculum reform of the early 1990s. What is essential now is to act in relation to the conditions for carrying out such a curriculum; Bear in mind that this review calls, above all, for changes focused on the processes and ideological

attitudes of the main people responsible for managing the curriculum, in particular, teachers.(CARDOSO, 2001).

The proposal to insert management with a critical pedagogy shows that changes need to be understood without so much rigidity, which is not just change for the sake of change, but that this change is ideological despite the understanding of the process as something dynamic "attentive and permanent to changes in the information society and its projection into their professional daily lives"(CARDOSO, 2001).

In a globalized culture where what happens in one country quickly reflects on the other, in a positive way, technologies can serve as an instrument for disseminating information and training in which those management models that still perpetuate a repetition of prejudiced patterns are restructured to meet the emerging demand in relation to the adequate use of human competences for education:

The continuing education of education professionals (directors, pedagogues, teachers and others) is a strategic condition for updating and promotion that, consequently, contributes to improving the quality of teaching/learning and the creation of new management models. This condition can be fulfilled quickly and extensively through technology, through the use of TV, video and computer resources and in the creation of virtual information and knowledge production networks.(SILVER, 2002)

The different segments of the sciences and all the means that involve work or human action have, in some way, influences of technology, information and communication. This is a fact. And management may or may not excel when given due attention.

III. CONCLUSIONS

As the perspective that involves the smooth running of a company permeates the consent of the manager, it is understood that his emotional condition has a character of primordial influence. Their sense of security and their stereotyped view can alter their perception of a changing scenario that involves the acceptance of competences found in people with standards that go against their beliefs in relation to diversities.

¹Linguistic apparatus used to differentiate the members of the Gileadite and Ephraimite Tribes. Because of the famous episode quoted in the Bible (Judges 12:6) the term "shibboleth" came to

designate any expression that can serve to characterize the way of speaking in a certain region or state.

SOURCE:<https://focoartereal.blogspot.com/2013/02/xibolete-denuador.html>

The great and greatest social changes, undertaken by technologies and diversity, drive measures of attention to the subject that involve people's interest in terms of their real needs; this, linked to the objectives of the companies and the change of perception, necessarily, needs to undergo a modification of the manager's internal beliefs. And when these changes occur, school management will have structural conditions to also implement curricular changes, since these have, primarily, ideological fillings, which would be the Gordian knot.² of school management.

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²The Gordian knot was a knot whose history dates back to the 8th century BC It refers to a very great difficulty to be solved.