



## IMPACT OF SOCIO ECONOMIC CHANGE ON HUMAN VALUES: A REVIEW

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### ABSTRACT

When we examine the lives of famous people, it is understand that how personal values guided them and taking them to the top of their fields. Better understanding of the linkages and interdependencies of socio-economic and human values need to take on a more deliberate role in the world-wide development. This article serves to review the impact of socio economic changes on human values. Now in broad use, it is argues that the human values provides an essential contribution. Human values are diverse and difficult in nature that results in an argument that this notion generates the lack of agreement on comprehensive list of values. Awareness programs can be provided by modifying values and educating people specifically manager and employee, understanding or analyzing cross-cultural society, perceptions in (specific fields) business, organization research, human resources management, quality management and implementation, leadership, marketing, consumer, behavior, organizational behavior etc. For the global crisis, the current world-wide socio-economic crisis is one reason. Knowledge-cum-values management' is a socially responsible than 'knowledge management' which is a cause for crisis. Systemic thinking and analysis is required for eliminating limitations of human values and current knowledge management. We must study which values are dominant in it now and which values will empower the survival of humankind must study thoroughly. The future stream of research need to identify unique values for recording and scrutinizing its scope on quality management implementation and organizational success.

**Keywords:** Human values, Socio economic change, Changing values, knowledge-cum-values management.

### INTRODUCTION

When we observe the lives of famous people, we often see that how personal values guided them to reach to the top of their fields. One can empower his lives by making the full effort to implement

the values one subscribe to. Identify values that are significant to you and develop plans to implement them. Firm effort to implement those strategies are required. Good prosperity will follow in the form of new



opportunities, new sources of revenue and income, other forms of material and psychological benefits. Other values and measures of integrity are based on a foundation of a principal value. In short, values are the basic beliefs that gives us a sense of what is right and what is wrong, what is good and what is bad, what is acceptable and what is unacceptable. Values are learned and it change as persons grow and mature. One can't expect making a long term difference, without teaching the simple value like hurting others is wrong. There is no other way to stop someone from hurting another person until and unless he or she really wants. Value are the best way to achieve this. This is applicable in all fields like in the workplace, on the street, on public transportation or in schools and colleges, etc. As their basic, school and colleges must honor and teach the awareness that humans are precious and never should be hurt. [1]

Many scholars define the values in different ways, such as

Rokeach define values as 'an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence'. Similarly, Meglino and Ravlin describe values as 'Values specify an individual's personal beliefs about how he or she 'should' or 'ought' to behave towards social environment' and Kluckhohn elaborate this as 'A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable, which influences the selection from available modes, means, and ends of action'. Apart from this basic understanding of values, they are also defined in terms of applicability of different situations as "desirable, Trans-situational goals, varying in importance, that serve as guiding principles in people's lives". [4]

Values are believed as, which can be developed through social interaction, education and experiences. It leads to attitude, actions and behavior and they very



much act like a motivational force. Moreover, few scholars believe that values are philosophy whereas mostly relate them with belief, goals, concept, principle, moral obligation, duties, needs and preferences that develop one's attitude. In one study, values are defined as 'the beliefs and a set of principles that sets the criteria, based on event and situation, to educate and guide actions that develop the attitude and behavior. These personal values not only enhances the decision making in the business and organization strategic thinking, policy development, quality establishment and management practices but also has strong influence on human behavior in ethical way. [4]

The concept of human values has been described in the fields of social sciences, health, psychology, philosophy, ethics, business and environmental management.

### **HISTORY**

In the Age of Enlightenment after 1650, the history of the social

sciences begins. It saw changing the basic framework and a revolution within natural philosophy, by which individuals understood what was "scientific". Social sciences were influenced by the Age of Revolutions, such as the Industrial Revolution and the French Revolution. It came forth from the moral philosophy of the time. The social sciences advanced from the experimental and applied sciences, or the systematic knowledge-bases or prescriptive practices. Also it relate to the social improvement of a group of interacting entities. As per grand encyclopedia of Diderot, the beginnings of the social sciences are reflected in the 18th century, with articles from Jean-Jacques Rousseau and other pioneers. Social sciences growth also reflected in other specialized encyclopedias. "Social science" first used as a different conceptual field. Positivism and focusing on knowledge based on actual positive sense experience influenced social science. Metaphysical speculation was avoided. Auguste Comte used



the term “social physics” and "science sociale" to describe the field, taken from the ideas of Charles Fourier. Following this period, influenced by Comte on other fields. There were five paths of development that sprang forth in the social sciences. One route was the rise of social research. Large statistical surveys were carry out in various parts of the United States and Europe. Another route was introduced by Émile Durkheim, studying "social facts", and Vilfredo Pareto, originate metatheoretical ideas and individual theories. A third means established, arising from the methodological dichotomy present, in which social phenomena were acknowledged with and understood; this was supported by figures such as Max Weber. The fourth route was based in economics. It was developed and promoted economic knowledge as a hard science. The last path was the correlation of knowledge and social values; the antipositivism and verstehen sociology of Max Weber firmly claimed this

distinction. In this route, theory (description) and prescription were non-overlapping formal discussions of a subject.[2]

By the late 19th century, the academic social sciences and specific sciences were constituted of five fields like law, education, health, economy and trade, and art. In the first half of the 20th century, statistical methods were used confidently and it became a free-standing discipline of applied mathematics and enlightenment philosophy was challenged in various quarters, around the start of the century. Various fields substituted mathematics studies for experimental studies and examining equations to build a theoretical structure, after the use of classical theories since the end of the scientific revolution. Development of the subfields of social science became very quantitative in methodology. The related and affecting interdisciplinary and cross-disciplinary nature of scientific inquiry into human behaviour, social and environmental factors



made many of the natural sciences interested in some aspects of social science methodology. Boundary blurring examples are emerging disciplines like social research of medicine, sociobiology, neuropsychology, bioeconomics and the history and sociology of science. The study of human action with its implications and consequences are being integrated by increasingly, quantitative research and qualitative methods. Around the start of the 21st century, the increasing domain of economics in the social sciences has been termed as economic imperialism. [2]

In the modern period, Karl Popper and Talcott Parsons influenced the continuance of the social sciences. Researchers continue to search for a unified consensus with considerable success related to the what methodology might have the power and refinement to connect a proposed "grand theory" and the various midrange theories so that it continue to provide usable frameworks for massive, growing

data banks; for more, see consilience. For the foreseeable future, the social sciences will be composed of different zones in the research field. Sometime it distinct in approach. The term "social science" may refer either to the specific sciences of society or more generally to all disciplines outside of "noble science" and arts. Specific sciences established by thinkers such as Comte, Durkheim, Marx, and Weber are also stated. [2]

“Theory of Moral Sentiments” and “An Inquiry into the Nature and Causes of the Wealth of Nations” books wrote by Adam Smith. He was a professor of ethics and moral. He assumed that ethics of altruism would help people to overcome their natural selfishness, which makes them forget solidarity and interdependence. If they experience that narrow individualism might help them better than solidarity. Even today many people consider humanity less appealing. But today we can replace it, in the very competitive business world with



values culture ethics and norms (VCEN) of interdependence. We can recognize values as creditworthiness and trustworthiness and credibility and reliability, for clear economic reasons, in practical life. Values and other emotions are normal human attributes, but the economic theory tends to oversimplify its models by averages and by leaving values and emotions aside except Adam Smith who was a professor of moral and ethic. [5]

### **ECONOMIC DEVELOPMENTS AND ITS EFFECT ON CHANGING VALUES**

One of the most pervasive concepts in social science is that one's basic personality structure crystallises by the time one reaches adulthood. People's basic values are largely fixed when they reach adulthood and change relatively little thereafter as per a large no of evidences indicate. We would expect to find considerable differences between the values of the young and the old in societies that have experienced a rising sense of security. People are most

likely to adopt those values that are consistent with what they have experienced first-hand during their formative years. This indicates that intergenerational value change will happen if younger generations grow up under different conditions from those that shaped earlier generations. It is so that the values of the complete society will gradually change through intergenerational replacement.[3]

To a large extent, fundamental value change takes place gradually, it occurs as younger generations replace older ones in the adult population. One would expect to find substantial differences between the value priorities of older and younger groups, after an extended period of rising economic and physical security. Meanwhile they would have been shaped by different experiences in their developing years. But a substantial time interval would occur between economic changes and their political effects. Fifteen or twenty years after an era of prosperity began, the birth cohorts that had



spent their developing years in prosperity would begin to enter the electorate. [3]

Advanced industrial societies have separated amazingly from the prevailing historical pattern, during the past several decades. Most of their population has not grown up under conditions of hunger and economic insecurity. This has led to a steady shift in which needs for belonging, esteem, intellectual and self-expression have become more prominent. During their formative years, people are most likely to adopt those values that are consistent with what they have experienced first-hand. If younger generations grow up under different conditions from those that shaped earlier generations, this implies that intergenerational value change will occur. Through intergenerational replacement, values of the entire society will gradually change. Traditional values place strong emphasis on religion, respect for authority, have relatively low levels of tolerance for abortion and divorce. It also have relatively high

levels of national pride. Secular-rational values have the differing characteristics. [3]

Issues as whether 'When jobs are scarce, men have more right to a job than women'; or whether 'Men make better political leaders than women', self-expression values reflect mass divergence over it. This prominence on gender equality which is a part of a broader syndrome of tolerance of out-groups, including foreigners, gays and lesbians. Environmental protection, tolerance of diversity and rising demands for participation in decision making in economic and political life are highly prioritized by self-expression values. [3]

Survival values shifts to self-expression values which includes a shift in child-rearing values, tolerance as important values to teach a child and from emphasis on hard work to imagination. Societies that rank high on self-expression values also incline to rank high on interpersonal trust. It also have relatively high levels of



subjective well-being. People place a relatively high value on individual freedom and self-expression as this produces an atmosphere of trust and tolerance. It also have activist political orientations. This attributes defined by the political culture literature as crucial to democracy. [3]

As Inglehart predicted that social class voting has declined in most advanced industrial societies which had declined to the point where it had relatively little impact on voting. In the last two US presidential elections, for example, the vote polarized much more strongly on life-style issues such as abortion and same-sex marriage than on social class. It shows that the impact of changing values goes far beyond these changes in electoral behavior. The central issues of political conflict have shifted due to changing values as the rise of environmentalist movements, the women's movement, gay liberation and other lifestyle movements. [3]

But history has newly taken a fundamentally new trend. Women no longer accept their traditional role limitations in the post-industrial societies and female empowerment has moved to a high place on the political agenda. Central element in the definition of human development is the gender equality and for it is an essential aspect of human equality, like civil and political liberties and human rights. Never before in the history of civilization, women enjoyed more equality and more freedom in selecting their education, their careers, their partners and their lifestyles than in modern post-industrial societies. This is a recent change. [3]

In order to overcome the present global social and economic crisis, humankind must overcome two types of crisis: (1) oversights due to the narrowly specialized and poorly cooperating persons' non-systemic behavior and its management; (2) overspecialization inside systems theory and cybernetics causing fictitiously





systemic behavior and its management. [5]

### **KNOWLEDGE-CUM-VALUE MANAGEMENT**

In life, people usually have multiple and positively oriented goals: (i) to have and/or to be reliable partners both in business and labor relations; (ii) to prevent no expected cost; (iii) to act for the long-term and less selfish goals; (iv) to preserve your own, your children's and your grandchildren's natural requirements of life, and others. On one hand people formed United Nations so that never repeat the terrible period with two world wars and the global depression between them (1914-1945). L. V. Bertalanffy assumed that the fortune of the world depends from the possibility of adoption of a new set of values, which are based on the general systems Weltanschauung (=worldview) by humanity. Bertalanffy wrote, that we are looking for another basic outlook of the world as organization. Knowledge management is a too narrow concept and it tends to leave aside

human values and other emotions. It impact over the humankind's natural environment, the extremely growing differences (and their consequences, such as migrations around the world). The given situation requires changeover to 'knowledge-cum-values management' showing interdependence of these two crucial human attributes. The transition requires some bases, procedure and methodological support. They are briefed here. We are living in a globalized world. The above addressed problems are open and crucial for existence in this world. The daily press is printing the warnings, many wars are going on, migrants are around in tens of millions, millions are dying due to hunger, unhealthy water and air, nearly a hundred million people need international aid to survive; etc. There is more knowledge around as never before. Obviously, it is too one-sided to cause good life. The research question hence reads: how can one link human knowledge and values to accomplish the requisite holism



instead of the prevailing dangerous one-sided behavior.[5]

### **LIMITATION**

Though values studied and searched by many researcher, some limitations may be ascribed to these researches and that may effect on the final result. Similarly, if few values selected only as a focus of study, so it may incite some missing values from literature. Besides this, only few articles included in review, which might affect on completeness and comprehensiveness.

### **CONCLUSION**

Materialistic issues and concerns will not vanish due to the rise of post-materialism. How to secure prosperity and sustainable economic development will always be important political issues of conflict? However, if people's values are really shifting from survival to self-expression values, the implications are more influential. I like to suggest that the mainaxis of political clash should slowly shift from class-based issues to quality of life problems.

One of the most pervasive concepts in social science is that one's basic personality structure crystallises by the time one reaches adulthood. Traditional values place strong emphasis on religion, respect for authority, have relatively low levels of tolerance for abortion and divorce. It also have relatively high levels of national pride. Never before in the history of civilization, women enjoyed more equality and more freedom in selecting their education, their careers, their partners and their lifestyles than in modern post-industrial societies. The central issues of political conflict have shifted due to changing values as the rise of environmentalist movements, the women's movement, gay liberation and other lifestyle movements.

To understand the uniqueness and vision of values, it is relevant to review the values and their contents published in different many fields such as psychology, anthropology, business ethics, health, tourism and management. Based on above



argument, it is said that values and its types are varying, specifically in meaning and concepts. This developed the lack of consent among scholars on unique value (distinct in meaning and concept, implicitly and explicitly) that turn into the challenge for the communal agreement among the practitioner and researchers from academia and industry which need to be resolved.

Moreover, it is not only a today's necessity for the society to understand everyone's social responsibility and welfare for people, but also enlighten the ways for organizations and management to increase their performance and become more economical. Moreover, values also suggest different structure, methodologies, and creation process, specifically in relation to any context, event, policies and management practices. So to approach these perspective driven values, further research is also required in the areas discussed above.

The modern world-wide socio-economic crisis inclines to increase and contribute to the global crisis. Knowledge management is a too small concept, it tends to leave away human values, an impact on the environment, and extremely growing differences. Constraint of education to one-sided 'knowledge management' rather than socially responsible 'knowledge-cum-values management' can be one of the crisis's causes.

The limitations to human values and current knowledge management should be examined with systemic thinking, which values are prevailing in it now and which values will enable the survival of humankind must study carefully. People needs consideration of responsibility, interdependence and holism in order to minimize harmful impact of individual behaviour on society, i.e. humans, nature and socio-economic.

However, this additional of research in different fields resulting in different values,



measuring methodologies and instruments, clearly showing the lack of agreement on its content and structure. Thus in this study, review is presented on values concepts, its diverse categories and lack of consensus on uniqueness of human values among researchers.

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