

Responsible Change Management creates the Social effectiveness in the community

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Abstract:

Social responsibility can be considered as changes of the efficiency and management of the situation related thoughts and innovative social actions. Change management / innovation are considered as the main way that it improves the social effectiveness. Strategic management is highlighted new areas of management it is presented briefly in which it has been reported. This paper described principles of the internal structure and effectiveness. Our study tries to answers a question of how to innovate, because a well accomplished change is the best way which is quick and long-lasting for social problem solving. Is it possible to design a change management of social responsibility, we finally applied? Social responsibility held effective rising is thus a central idea of this paper. Effectiveness with no aspect of abuse of economic and social efficiency worldwide have been reported to assess the system of a standard of social effectiveness improvement of social responsibility has been sketched.

Keywords: Change management, Social effectiveness, System of Effectiveness
Principles, socially responsible change management

1.0 INTRODUCTION:

Change management is an organized method to deal with change, from the viewpoint of a community as well as from individual level. There are at least three characteristics of change management which includes;

- 1) Adapting to change
- 2) Controlling change
- 3) Effecting change.

An active method to deal with change is dependent on following the above three characteristics of change.

Responsible change management is not an immediate sensation, making a responsible change

and bringing out the social effectiveness requires a major effort, Until when change of behavior transfers from being exception to a standard.

A Community holds all the persons living and more or less collaborating in a given area, and that therefore, we can have neighborhood rural communities, neighborhood village or urban communities, country communities, city or municipal communities, provincial or state communities, national and imperial communities and even a world community.

That in any one of these communities' social efficiency or superior well-being is dependent on many factors, natural resources, heredity of the human beings, their social inheritance of inventions, customs, literature, etc ; and effective transmission of this social inheritance to each on

coming generation (education and all other aids to learning).

To design and to bring about change successful, first step is to realize the difficulty of the change and who it will affect. Then recognize measure and shape the phases of the change.

Socially efficient community requires changes in the social environment might contain demographic factors and environmental issues. Social and environmental change domain is preceding our understanding of and changing people to environment and people to people associations in order to support sustainability.

2.0 LITERATURE REVIEW

Social responsibility can be seen as a tool to fight current crisis that require system changes innovative [1] [2]. If the crisis requires a change, the change must be managed. In the same way that freedom is not only supported, in the effort of every human, social responsibility and effective also those which made responsibility are the active component of the European project.

Management techniques have been developed in the past half-century (economic, political, cultural) of social activities almost all areas but, as the effectiveness of social activities as a whole, and we are not the better of any individual is, it can be seen from the global crisis of the current. A reason is as follows. As well as poor management lack gap between the theory and practice of management, connectivity between different regions of activity, the development of a system of society as a whole, how the social activity itself is designed and has been implemented. The complexity of human evolution, therefore, on the basis of a new target, the reference values and the need for the direction of effective requires an attitude that focuses on behavior, the new principle of some practice the efficiency, rules and behavioral standards. Locate these kinds of rules principles, methods and to apply, role and place of change management,

increased in conjunction with other areas of new important management such as strategic management, such as this roast [3] [4]. Application strategy in the information age [5] and crisis management reframing essays [6] , In order to strengthen the social responsibility of all this, as a basis Conditions of effectiveness in social behavior.

In addition, the instrument social, ethical, psychological, legal responsibility of technical communication associated with efficiency, have been studied in the management of communication and management of knowledge [7] [8]. They cause of both success and failure, in many cases, because it is who people can start, in the study of change processes, skills subjective many significant events and characteristic as can be changes to generate and manage and can be adapted to modify and evaluate the results of the changes.

The study of information infrastructure physical and social evolution and social organization effective, I have shown the importance of the involvement of information service gift and information technology (IT) system [9], The maximum effectiveness of the automatic process control of a certain area, proof at a particular level of organization very [10]. In our time, it seems the times of crisis, as we have already indicated; it also has a crisis of the system [11].

In addition, to foster the spirit of culture-oriented and computer literacy, social information literacy and IT environment, culture of innovation [12] Change the old structure, to generate a new one, in order to establish what has been successful more of the following, it becomes necessary for people? The answer is some useful to the difficult question of these, by the field of management, such as all related to holistic necessary to change management based career management, time management, HRM, the interdependence of such as a modern means of systemic behavior, social responsibility is available [13]

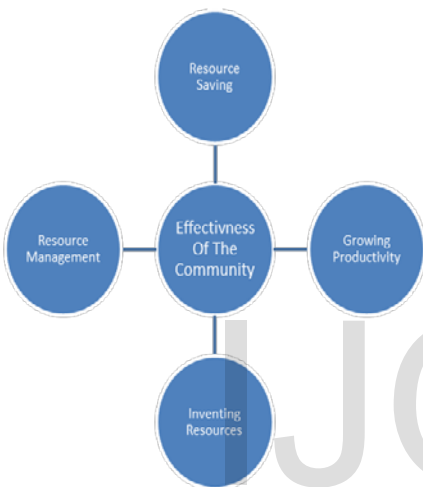
3.0 EFFECTIVENESS OF THE COMMUNITY:

Effectiveness of the community results from the economic effectiveness, which is labeled in the concrete features in the following diagram:

Fig 1 effectiveness of the community comes from economic effectiveness

4.0 PRINCIPLES FOR CHANGE MANAGEMENT A SYSTEM OF EFFECTIVENESS:

In order to operate with reference to the principle of effectiveness as a system, it is related applications of vision and theory overall. Already



increased, it is important from the point of view of social responsibility, request for recognition of the vision and overall, have been made for business ethics and corporate management (Potocan and Mulej 2009). For the purpose of Design for Society, at least three sets of principles can be studied and used.

4.1 SUBSTANTIATING PRINCIPLES:

- Evolution principles
- Synergy principles
- Principles of efficient action; and
- Principles of thinking (such as principles of systemic collaborative thinking).

4.2 OPERATIONAL PRINCIPLES:

- Principle of goals definition;
- Principle of priorities setting;
- Principles of terms appointing;

- Principles of space and time management

It is composed by the fourth principle of the operation of the generalization of the management model of the world. Space is also taken into account. In this way, not only is considered that it is not the general rule of the space unit of variable and stable mobile, for example, the specificity of the cultural space that determines is not a and attitude, in management negotiation process different generated by the culture of the Internet and computer, both physical and virtual environments is eliminated in the news.

4.3 CHANGE SET UP PRINCIPLES:

The role of social responsibility, there is the highest level in the segment applies the above principles effective. Principles of change management of these, three-order, are as follows:

- Reflexive planning of activity and both precise and tactful application of the plan
- A study of the field, of the specific relations and processes as of the present trends
- Careful evaluation of resources and costs, of advantages and disadvantages
- Competencies defining and appointing as well as responsibilities establishing
- Consulting and involving interested/affected people
- Anticipation and observation of some obligatory steps and terms
- Periodical evaluation of terms and quality of results
- Anticipation of critical points and permanent evaluation of favorable circumstances and difficulties
- The study of risk factors, of possible unique situations
- Generating of flexible strategies
- Simulating, if possible, the dominant tendencies as the elaborated models
- Results evaluating, rewards allowing and sanctions establishing

- Forecasting of the whole of the probable outcomes and other consequences
- Planning of the continuity of change – an important, both final and inaugural, step in change management activities.

5.0 STANDARDS FOR SOCIAL EFFECTIVENESS OF THE COMMUNITY

By measuring the growth and efficiency, we describe the system of the principles of efficiency to be complemented by the efficiency standards for implementing the responsible management of change.

Attitude of management the most important could be used as the basis for the change management successful or at least, as a basis perhaps, be to respect these types of standards of effectiveness as a system, to implement some.

The first step in the effective management and responsibility changes, is to design a system for constructing a reference for generating the changes implemented really deep, and evaluated.

Since a sufficient criterion for proving, to improve their efficiency does not exist, since it has a low efficiency, or social activities many are required new and more specific criteria for social efficiency.

Efficiency of the evaluation system overall as a reference, Number of signs / subspecies that might balance of input / output between structure / activity and the evolution / development, stability / development, and software / hardware is, the most important criteria to change the possibility / availability within the system evaluation it is.

Systems such as organizations and institutions such, you can use the general criteria, such as to reduce the degree of uncertainty of system flexibility, the complexity of the growth control of the base. Efficiency standards common final, can be in the range of only it is not possible to modify the system, but can be adapted to the environment to develop the own needs.

Measure of effectiveness, is unique also for a variety of activities moral scientific field, economic, political, or technical, or artistic. Companies must be respected global efficiency standards for some even be controlled by represent how extent and capable of their actions can influence the development and social and efficiency is affected.

It is defined as the overall effectiveness of the social system, social efficiency was shown in pace planned evolution continuity, some degree of development, it can be obtained by the result expressively more importantly, the new instruments it is the result spiritual relationship with the activity of the virtual, and form, a variety of cultural attitudes and ownership.

It is important for the development of appropriate social activity how the efficiency standards apply, selection and decision-making structure model, and technology,. They also build a conceptual model and practice, to determine how to use. Finally, they are justified, it is shown that it is as long as a solution generating theory even when daily life crisis and the current company and / description and effective changes in the community further.

6.0 EFFECTIVE PRINCIPLES OF CHANGE MANAGEMENT FOR COMMUNITY:

The role of social responsibility, there is the highest level in the segment applies the above principles effective. Principles of change management of these are as follows:

- Reflexive planning of activity and both precise and tactful application of the plan.
- A study of the field, of the specific relations and processes as of the present trends.
- Careful evaluation of resources and costs, of advantages and disadvantages.
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- Anticipation and observation of some obligatory steps and terms.
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It can be applied to other areas of the administrative Further, the panel of the selection principle; it may be useful throughout the increasing effect of social behavior to enhance the effectiveness of change management. In relation to social responsibility, efficiency social management, it can lead to the birth of the management policy variant effective and scientific.

7.0 INDUCTION OF CHANGE IN CONTEXT WITH CHANGE MANAGEMENT

Induction of change, so we can build it or, if necessary only the problem of practice, we can learn to change from other people as well. Change is the most natural, is a more general phenomenon. It is natural to detect the persistence of the changes. However, only the necessary changes in the natural world, the maximum likelihood of success. There is a need to make changes new, dangerous situations unique, or, uncertain human beings, but of course, nature, exercised the "change" from the beginning of time. In addition, change, nature case of a simple form of movement, change of each, the Company is a system that can be experience, evolving complex.

For such a change is possible, under these conditions, we need to make changes realistic. That should any mean is characteristic evaluation of the action sequence of the last realism, change, must be measurable.

Then, that effort and benefits of proposed we, in action, you need to know whether or not there is a need to apply the principle of minimal effort very naturally to us. In social and economic representation, we need to balance the benefits and costs of action.

However, in nature, it works in principle, the principle trial and error to another in an effort to secure the property continuity (life especially) to operate in accordance with the principles of undue wasted resources.

As is linked to luck and chance, the effectiveness of social behavior depends mainly on the initiative sacrifice dedication, unconditional objective and determination.

We take the idea of the formulation of the above as a basis, it becomes clear that:

- Change is not done, because we don't know what to do
- Modifications occur not only as application of old theories, when new ones are lacking
- Effectiveness must have mainly internal sources and then changes do not have to be made only at the suggestion of certain superior but exterior instances
- Decisions to change do not have to be taken randomly
- Improvisation and lack of professionalism are forbidden
- Any change must take into account (by dedicated studies and even by accurate calculi), precise categories of people that will benefit from the generated new situation
- A continuous evaluation and re-evaluation of the remaining distance between the goal and the already obtained result of the change is beneficial for the global effectiveness of the activity;

- We always must submit the results of the initiated change to public analysis and acceptance;
- To ensure the continuity of application of the projected change is essential. A fundamental aspect related to the realism of change is a right understanding and settling of the goal of action. An adequate evaluation of the complexity of purpose, and then a qualified identification and implementation of the set of motivations for a change – a motivation management – are important ingredients of a successful change.
- We have then to consider and to solve, to represent and to communicate problems like:
 - What are we aiming to obtain by the change?
 - Why is the planned change necessary?
 - Which part of the change can be realized by the initiator and where do we involve others?
 - Who is (positively or negatively) affected and how the affected persons or groups will react?
 - Is the change done or will be realized in the future?
 - What are the long-term and general consequences?
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The main purpose of the changes in society, thoughtful point of view is expected is a public good, but it was discovered in a very different way in the political agenda and the economic theory of each. Accompanied philosophy, political science and economics, social sciences, as well as deep a practical point of view, multifaceted thing also in the society found that it is based on the summary of economic model include any express the joy of living with.

To do a complete change in our view is as follows for the generation management to confirm, to measure the most important application of change management to pursue the change successful. It is a part of the sensible plan, the ultimate success

because it becomes the success of motivation temporary change not only successful if for the sake of change or it is not done as an emergency measure is effective it is not only that it ends and ineffective.

It is not necessary to alter the price and demand of any for the approval of the population to change, to try to define the implementation of the change, in other conditions, encourage the rule of failure, important commands of another, non-change efforts of interaction illegal and legal.

There might be changes to generate uncertainty; it cannot be imposed by the uncertainty. In both situations, it is established in a way that allows people to succeed, to address the result of the change, it must be managed. Understanding through the process of change, agreement, not just participation and cooperation, but is necessary.

The change management team, there is a possibility that it is determined whether the change is an emergency if appropriate, generated by the restriction therein generates or determine or change the probabilities pace and prevent also there is a pressing need disaster.

By and environmental context and changes imposed by the constraints of the whole body other quality of the manager the most important his / her to consider not only the necessary changes with them to distinguish between the necessary point I hope those arising from the obligation which is established institutional theory and capabilities or a number.

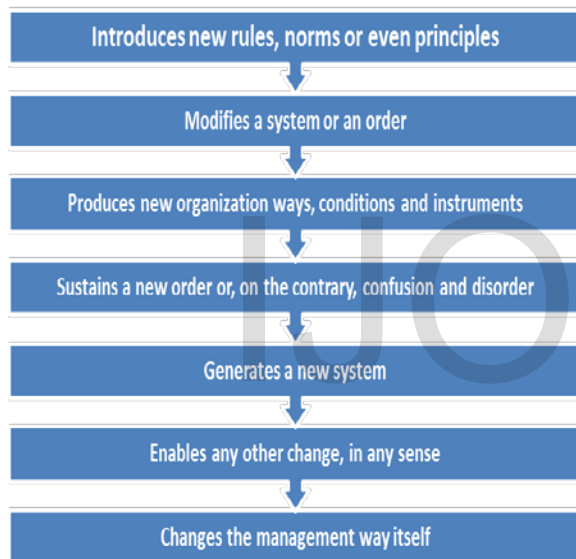
In addition to the theory of the leading current of other technocrats tend to emphasize that there is no alternative but in the case of expert decision-making the main result of this attitude technocratic and one complex like the present is that the idea of a possible way to follow it is a mobile social environment.

It is important to note that you want to open, many possibilities or inappropriate advantageous for any changes to achieve effectiveness of community really is important, because it:

When changes cannot be assimilated beard due for speed its diversity and, if it is managed by the system, In addition, they can lead decision-making of any, and abuse in business activities, and individuals community anomie in the form of a more or less serious that can be.

Fig 2 Induction of change in context with Change Management

Social impact of all these effectiveness or poor change management can be considered the responsibility of the failure or failure. These, as well as weakness of the culture and education of the individual due to the impact of the results of



the lack of management culture and the lack of science of change this time.

8.0 CONCLUSION

As original contributions of this practice-guiding paper we can sum up an study of the feasible and needed relationship between change management and social effectiveness , a appearance of change management as the core tool of social effectiveness increasing, and with detailing a few types and especially a lot of degrees of effectiveness an inquiry on social effectiveness, in addition to a explanation of the whole research field of change management, seen as theory and put into practice: vision, principles and criteria, correspondingly

actual requirements and procedures. Related with social responsibility, social effectiveness may guide to the beginning of social management, a systematic and effective modification of political management. Thus knowledge of change is also growing, a science dealing with the essential moment of social procedure and capable to make improvement or Conglomeration, progress or disaster. Internal structure of the system who invented the principle includes the operating principle to justify the adaptive management principles to various activities and consistent set of (14) principles helpful as synergy of change management principles. The panel of the selection principle can be applied to the whole system of social behavior to enhance the effectiveness of change management. In order to receive the assistance of the social responsibility of the maximum, it is needed during the period and the number of significant changes in behavior, a complete legal knowledge, is a specific set of skills and abilities, and are identified by the last part of the study explain.

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