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Management and Education Facing the Challenges of the Complexity in a Globalized World: A Synergistic Trend

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Abstract: In the study, the problem of management in modern science and practice is analyzed. Among the most pressing challenges of the modern factors of globalization are considered management, growth difficulties hyper-complexity and dynamism of social processes. The complexity, dynamism and hyper-complexity are considered as factors stimulating the development of modern management science and practice. The study explains the crisis of modern science and management facing the challenges of complexity and dynamism and the necessity to move from the dominant mechanical methods to the new methodology, the ability to "catch" and control the processes of the complexity and dynamism in society. As such adequate scientific methodology in management, the ability to "capture" the challenges of complexity and dynamism of a synergistic approach grounded in social science. Synergetic is regarded as a new scientific methodology, able to "catch" the complexity and dynamism and to manage them. As an example of the heuristic and practical possibilities of synergy we can find the problem of generations (change of social status) in modern society. The study explore the synergetic ability to "capture" the processes of social chaos in intergenerational relations and adequately manage them to minimize the risks of further sustainable development of society. In connection with the coming era of complexity and dynamism, the researcher examine the need for changes in attitudes to modern education, particularly in the training of new leaders for the production, business and politics, to be able to understand, to investigate and regulate the process complexity and dynamism in society in order to its sustainable development.

Key words: Gobal society, the growth of social complexity and dynamism, synergistic management, challenges, hyper-complexity

INTRODUCTION

The object of the research in the study appears the phenomenon of growth of complexity of modern social processes as the new social reality of human life. The main purpose of the study is to analyze the phenomenon of complexity and hyper-complexity of modern public relations, processes and increase the volume and complexity of knowledge, used by man in his life as a new environment and new factors of life large and dynamic society. The focus of the study is the problem of control in this new large and dynamic society. As specific contexts are the complexity and the processes of globalization, creating the preconditions for further growth in the complexity of the economic, political and cultural life of the peoples on the planet. Globalization creates precondition intensive exchange of information, technology, knowledge, material and spiritual values increasing and complicating the cultural and civilizational space of human life. The sharp increase in the complexity and dynamism of social processes in the exchange of information, technology, knowledge, material and spiritual values creates entirely new spatial and temporal conditions of human life. These new spatially-temporal conditions of human life in a global and dynamic society have a decisive influence on the personal, family, educational, cultural, professional human life in a global society. The new cultural and civilizational terms are new challenges, new challenges for sustainable human development but also as they become new challenges for the modern management science, management practices and human education in modern society.

The analysis is based on a modern society and the problems of education management in our study on the following main contexts.

There is a systemic change in society, change its purpose, relationships and interactions. These system changes have a decisive influence on the change in all spheres of public life which in turn have a decisive influence on the person included in these areas in the course of their personal, family, cultural, educational and professional life.

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With the increasing complexity and inner-society relationships increasing dynamism (rates of social processes and changes) are growing interdependence, the sensitivity and vulnerability of life of individuals and societies. That is increasing the risks of chaos in the life of social systems (in the life of individuals, social groups and society as a whole). Small internal or external effects (fluctuations) in such circumstances may be important factors in violation of the existence and sustainable development of man and society that is a factor of growth chaotic attitudes and processes in man and society.

Associated with systemic change in society processes its cause are the processes of increasing globalization as well as the processes of growth of complexity technology, technology, the world of knowledge, directly related to the increase in demand and an increase in the complexity of the environment they provide inherent in modern civilization of mass production and mass consumption.

In these new conditions of growing complexity and dynamism of social processes is brewing objective, the new society's need for a new science and practice of management complexity and dynamism. This new science and practice should be formed including new means of education that can prepare new leaders to understand the complexity and dynamism. This new education should teach future leaders and future generations of adaptation processes in a complex and dynamic society in order to minimize risks in its development. This new education should be the basis of the new science of complexity of managing and dynamism in all spheres of human activity including in the field of human development and related organizations and institutions-in manufacturing, business, science, education, culture, consumer policy, etc.

The methodological foundation of the new management science in society in our opinion increasingly will claim the science of complex and dynamic systems, one of the most developed forms which is the synergy and its underlying synergistic approach. The focus of synergetic approach is the concept of complexity, self-organization, management complexity, bifurcation, small fluctuations (low impact), both open and closed systems, etc.

The synergistic approach increasingly will claim directly when and where and when it comes to the system (comprehensive) analysis, the ability to consider the complexity and dynamism of a different nature systems, forms and levels of organization. Methodological resources synergetic approach allow us to study, describe and formulate complex management model and dynamic systems in accordance with their internal features and mechanisms of development.

Special attention of synergetic approach and a new synergetic control theory is based on the new challenges of a complex (global) and more dynamic, more sensitive (the sensitive) to the effects of and changes in society. Synergetic approach and synergetic control theory are directed to the analysis, specification and development of the complexity of the control mechanisms, dynamism and risk human life. Based on the theory of synergetic control person is able to see the new the new challenges of modern management practices in all spheres of public life, a new way to look at the knowledge and skills given by our universities. This in particular in the field of management disciplines of knowledge and skills as a strategic and organizational management, marketing, advertising, planning, design, forecasting, etc., in any branch of the modern increasingly complex and dynamic society.

Thus, our study raises the question of the new challenges of complexity and dynamism in the development of modern man and modern societies in the global increasingly complex and dynamic world. Chief among them were the issues related to the problems of the phenomenon hyper-complexity (uncontrolled increasing complexity), the problems of the metamorphosis of social communicators (social mediators in human life and society) as a new challenge to modern man and society. Among these issues and the problem of adequate management hyper-complexity society (a society with uncontrolled increasing difficulty) which is an important factor of stability and sustainable development of modern society. In this context, an important place is occupied by the concept of the hyperlink, management, bifurcation and others. The centerpiece of the article covers the adequacy of the study, an objective demand synergetic complex and dynamic systems control theory.

MATERIALS AND METHODS

As the main method of our study the complexity of management problems we use the problematic approach and method of scientific generalizations. The focus of these research methods is relevant to the problems of society and the complexity and dynamism of its scientific resources search of adequate understanding and overcoming. The focus of these methods for thieves and articles are heuristic possibilities of synergy. What is the phenomenon of synergy? In modern social science is the definition of synergy as a modern interdisciplinary scientific field that arose in the natural sciences at the junction of the physic-chemical, mathematical and biological sciences in the second half of the 20th century, Synergetic focused on "life" study

of complex self-organizing systems. The scope of research and application resources synergy since when went far beyond the natural sciences, becoming a phenomenon also technical, social and humanitarian knowledge and practices including in the field of economic, financial, political information, management in the community. The basis of the theory of synergetic self-organization systems of different kind explores the phenomenon of self-organization, order and chaos, bifurcation, attractor, fractal, etc. The most important part of the social synergeticis investigating the problem of self-organization and management of complex social systems and processes associated with the life of an individual a man of different social groups and society as a whole (Shalaev, 2009, 2013).

Having absorbed the philosophical definition of objectives, the pursuit of systematic description of the dynamic of being, synergy can be represented in the history of formation of the following major scientific and theoretical bases: tectology (universal organizational science) by Russian philosopher and physiologist A. Bogdanov, a General Theory of Systems by Ludwigvon Bertalanffy, the theory of universal evolutionism by N. Moiseev, cybernetics by N. Wiener (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015). In the future, this theoretical basis, synergetic was able to formulate a number of fundamental objectives and methodologically high on the synthesis of scientific ideas and images with general scientific and human character. And that is allowed us to talk about synergy as complementary (close-up, adequate) scientific phenomenon of our time (Shalaev, 2009, 2013). A striking epitome of the social component of synergy became as we have noted, social synergy where the first steps in the Russian socio-humanitarian knowledge was presented by works by Kniazev and Kurdiumov (1992) and on the West for example, Prigogin.

In a situation of constantly growing complexity of cultural and civilizational existence of a modern man including the connection with the processes of globalization, coupled with the formation of planetary social systems, management sphere becomes the central focus of investment forces of countries and peoples in the ways of their further sustainable development. This direction is constantly developing social synergetic knowledge in particular, significant developments in the system of modern synergetic knowledge of management theory and practice can be submitted to an analysis of the phenomenon of social technologies, acupuncture (spot) management which are developing in Russia, the resonance relations (relations which are causing a resonance), the phenomenon of controlled chaos and other studies. These studies are widely used in the analysis of the current political, economic and ideological and other social and institutional processes in an increasingly globalized, aspiring to civilizational complexity and dynamism of society. Accompanying this complexity and dynamism of processes just started growing phenomena of life risks, the risks of social chaos, caught in the focus of modern social science and practice.

RESULTS AND DISCUSSION

The main results of our study and discussion may be accumulated around the analysis of problems of methodology of cognition and management of complex, dynamic systems and processes. In the beginning the one can't state that the issue of governance is increasingly becoming the main area of investment of intellectual effort and energy nations. As we have already noted there are some objective reasons. Modern society in terms of the element base and from the point of view of the processes occurring in it is more and more aspiring to be called hyper-complexity (uncontrolled complexity). Those are not just the complexity but the complexity of such a high order that control all the processes occurring to a lesser extent it is possible to carry on the traditional methods and techniques that are based widespread mechanical models of social reality. The basis of mechanical models of social reality has always advocated an image of the internal hard interconnectivity mechanism slave hard cause-and-effect relationships. For example, the company and its individual parts is often understood as the example of clockwork (Shalaev, 2009, 2013).

Using this model public administration has been proceeded the principle of mechanical determinism. For the simulation of social reality and managing entities of public administration based on a mechanical determinism, we started from the control object as a kind of internal mechanism with unambiguous cause-and-effect relationships. They were convinced that knowing the initial state and the parameters of the operation and development of various social systems you can easily model their subsequent state including those carried out on them after the external control action. While social systems were simple enough (including economic, financial industrial, political, etc.), this approach is justified. But in essence he initially did not take into account the complexity of social reality, the specificity of which is the ability to self-organize, self-development, self-government, based on the presence in social systems (the basis of which serves people) internal control centers, quite independent of the environment.

Mechanical management model is justified itself especially in the early stages of development of human society in terms of community-based forms of development and forms of dominance of public over private, the main indicator of which was a low level of personal freedoms of people, a low level of development of the individual in society, weak expression of individuality. These features have dominated in other historical periods of development of human society (and therefore person) for example in the epoch of the slave, feudal, capitalist relations of the wound, if we use the terminology of Karl Marx. Thus, the mechanical approach was objectively caused by the course of social development of mankind, from simple to more complex states, based on ever more complex knowledge about the world, more and more complex social interactions and processes of joint activities of people.

But the increase in the level of manifestation the personality, the variety of its needs and interests, its identity increase the complexity of connections and relationships of people in society (in terms of the number of these connections and relationships and in terms of their diversity in forms) associated with an increase in the complexity of economic, political, legal, spiritual and cultural, technical and technological society (since the Renaissance and modern times in Europe). This fundamentally changed the social management of objects in the system "man-man" and associated multiple complex objects in the "man-technology" and "man-nature" systems.

Obvious examples of existing hyper-systems today are complex technical systems and workflows in energy, electronics, military affairs but also in the purely human sphere-in the system of education, teaching, ideological information, advertising processes in the consumption of material and spiritual wealth in changing intergenerational relations (Shalaeva, 2009; Shalaeva and Shalaeva, 2015).

There is the theme of a clash of cultures and civilizations in their struggle for a better place under the sun, through the struggle for new natural and human resources including through the struggle for new knowledge, technologies for the consciousness of individuals, etc. (Huntington, 1994). A distinctive feature of modern civilization and cultural processes arehyper-complexity and hypertrophy in the development of some areas at the expense of others and at the same time, the increasing interdependence of these areas, underlying their connections and relationships with each other, not on the principle of mechanical connection and on principle hyperlinks. Under hyperlink we understand this relationship phenomena and processes when a small and insignificant impact on this relationship is able to bring its influence interconnectivity system with disastrous consequences for unifying hyper-system (system, the complexity of the relationships that are poorly presented and poorly controlled by a human). In this case, the sensitivity of this hyper-system is these small effects increases in proportion to the complexity of its internal and external connections or hyperlinks (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

We note that hyperlink isthe universal connection of all the elements and processes of a complex system that forms a super complex interdependency of the system when the operation of the system necessarily depends on the authorized system changes its parameters. However, the stable operation and development of this complex system to a much greater extent dependent on small, unauthorized control entity not accounted for these factors, the subject of management including very low and ultra-low on its potential. But the impact of these small and ultra-small potential factors is in certain circumstances of the system instability can be carried out in hyper-complexity system a real revolution, the system explosion. These small impacts can influence the general direction of the development of hyper-system and do the fundamentals of its existence. This status can be both positively and negatively oriented in terms of the fundamental goals of the system, exposure (factors). It is more important for a person to learn how to describe them, to predict the scenarios of possible ways of development, under different conditions as well as learn how to exercise, calculate and manage these systems and processes of their stable functioning and development (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

The purpose of the recognition and management of small and ultra-small social factors is fundamental because one of those uncontrollable "social micro-virus" in a situation of deregulation of man and society is capable of destroying not only the whole sector of the economy and even the state of the world but also to wipe out the world of humanity and all living. This synergistic prediction, anticipation and management of it is doubly important, it gives the considerable destructive potential which can be turned out to be equipped with the modern man to the beginning of the twenty first century. Synergistic prediction, anticipation and management can also guarantee the different societies and mankind generally to distance, regulate or mitigate those potential devastating consequences of that modern experience, for example, a complex energy or the information network of the world of Internet.

For example, it is striking that the internet as the pinnacle of scientific thought is at the same time the highest indicator of what we can expect when it will come

to just about the flow of information but clear directional information bearing anti-human character or any other destructive to the fabric of society in nature. Directly linked today with the internet and computer technology in general and all of the most fundamental areas of human social life (for example in the field of energy including nuclear, chemical, water, automotive and aircraft construction in the field of transport, nuclear, bacteriological and chemical weapons and others).

A man through all the history was directed to the complexity and difficulty of this has now become his next test comparable with the problems of transition from the collecting societies to agricultural societies and then to the industrial and information. Related to today's global industry, trade information, processes, its complexity today tied up with almost all the territory and all the peoples into a single internally interconnectivity system. Such interconnectivity that any strong inversion (deviation), wherever and whenever it is not there, the hour, the ability to induce (included) to cover the whole world influenced their further development. Small impact (small floating), positive or negative direction, like bacteria in such a situation, the general relationships, can affect both the further sustainable development in the complexity but it is capable of destroying a man and humanity as a whole under its influence all over the world (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

The essential assessments of the situation and hyper-complexity difficulties are based on the fact that a person's fate is increasingly becoming not only the complexity of its informational, social, technical, technological and personal life but the fate of humanity proportionally increases with the complexity of managing this complexity of society. You can say that with the development of mankind, this complexity and challenges of its management is increasing in paralle, by the disaster may be (man-made or bacteriological) are not so disruptive so far. But it becomes more and more obvious and the fact that the complexity increases and abandon it man cannot be carried away by their growing needs. But the bank to issue the complexity of society the complexity of its management, forcing mankind to look more and more for complexity antidote, new more adequate to the complexity of the control path. This question is related not only to rethinking itself forms and methods of management but also with changes in the value system, revision and formulation made new goals and social development challenges in emerging hyper-complexity conditions but also to the creation the entirely new conditions for a new education in our universities for new leaders of public life, education based on knowledge of the complexity and management of (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

Without a doubt the hyper-complex society must comply with the special control system capable of this hyper-complexity and the associated growing risks to control human life, preventing disasters exponential growth. Very promising direction of finding the new complexity of the control system in our view is precisely the synergetic as the science of complex and dynamic systems and their management. However, if they raise the question of tackling hyper-complexity and associated new challenges to human life, then it should be put, first of all, to change the direction of the person. But the question of human change, changes in its relationship with the environment and the natural and social changes it to its continuously growing, destructive world needs is still open (unresolved). We believe that the occurrence of synergy and synergetic worldview in the theory and practice of human life including the control system, can be a factor in a kind of moral and intellectual revolution that is capable of a new level of open (reopen) the man the world itself, its place and their main purpose and meaning in it. Synergetic in this case could be an important factor in the transition to a new type of human rationality where a person can be the center of the world but at the same time is part of it which is not of this world is doomed to degeneration and death (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015). Is a man ready for this revolution? Time will tell.

Note again the aspect which is important to us for the description of the topic. Firstly as a general theory the synergetic and self-organization began to take itself in a difficult period for the future of science and society, faced with ambiguous effects of globalization, complexity and dynamism. This is the period of human history when science, faced with the limits of his mechanistic view of the world, without being able to adequately describe and explain, much less regulate the "genie" that complexity itself and opened under the influence of natural processes of human management, production and development of the consumer. This old mechanistic science as a tool for peace and human cognition fell into a situation of crisis of its heuristics and their cognitive resources, faced with the new reality of a more complex; the description is not available mechanistic science, based on the hard mechanical determinism. In this sense, as a synergetic theory of self-organization systems, complexity theory and systems management has become a kind of new form of search, more complex and more adequate to the dynamic world of scientific knowledge (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

Secondly, the content side of this demand was the specificity of transition processes faced by modern society and people in recent times. One of the objective factors of divergence rapidly evolving and increasingly

complex social reality a mechanistically oriented sciences, began brewing for a long time the problem is deeper and more holistic understanding of reality, implicit implicitly a view of science itself. This demand contributed to the continuous growth of synergy and dynamism of the developing complexity of society and in terms of its actual form and in terms of the content of these forms. Discrepancy evident in the crisis of society to adequately develop and monitor the situation in the "man-man" systems like "man-nature", "man-technology" and other (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

In other words, there is a synergy in the era of steep social change increasingly a realized phenomenon less controlled complexity and dynamism of social life, the associated growth of crisis of its internal and external relations in society. To address assigned to modern society aims and objectives of the stabilization of these relations, science and was forced to take the path of diversification (revision and development) of its theoretical and technological tools including in the search area more than adequate to the new challenges of management concepts, primarily on the basis of synergetic. Synergetic can offer general scientific theory whose language was close focus and dynamics of modern scientific knowledge. On the platform, the complexity of the methodology, synergy offered dialogue socio-humanitarian and natural-technical knowledge, acting as a new paradigm of scientific knowledge and human practices before the opening in front of him a picture of the complexity and dynamism of the world. This synergy could present itself, not only as demanded new methodology of knowledge and management but also as a new vision of the world, based on the complexity and dynamism of outlook.

With its original purpose of "rediscovery" a number of important specific properties of reality including social (complexity, self-organization, fractal, order and chaos, the role of random, small fluctuation, bifurcation, openness and other actualized properties of reality) synergetic unwittingly became party to the reflection of the modern scientific and philosophical knowledge in the new society, it came to new issues of society and science. Synergetic raised concerns the place and role, capabilities and human destiny in an open them complex and dynamic world through the prism of contemporary problems, on the debt of the scientific knowledge of a changing society and not in terms of competition with the philosophy (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015). It touched philosophical knowledge (including practical knowledge) and its perspective not as a competitor but as a substantial factor in its further development in the area of current processes and related problems of human and social development.

CONCLUSION

The study of complex, transition and crisis processes and systems in society in their development, management capacity has become the main ideas of synergy. The material presented here is an attempt to justify the meeting and movement science and synergy, synergistic science and changing increasingly complex and dynamic society towards each other. This meeting is an index updating and relevance of synergy "here and now" and in the scientific and practical aspects in understanding and solving urgent fundamental contradictions of the human species and its individual companies which should begin to decide in the interests of sound and sustainable development of societies and human in them in spite of increasing entropy (the risks of diffusion and destruction of societies and human in them) (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

Here we would like to focus on one particular aspect of the social relevance of synergy at the global increasingly complex and dynamic world. This, for example is the region is increasingly pre-figuration intergenerational relations (change of status of children and adults) in this new society. The process of liberalization, the growth of the rights and freedoms of individuals in society, the processes of growth of foreign social security of these individuals, imposed on the consumption of the processes of growth and customer relationships in today's globalized society, unwittingly provoking the growth of dialogue problems of mutual understanding and unity of generations in this new and dynamic society. The growth of social distance between generations, deterministic liberalization, the growth rate and the complexity of social processes, determined by the civilization development of large (global) society increased so that it is possible to speak about pre-figuration generations, strain and construction of a completely new family of models and intergenerational relations (Shalaev, 2009; Shalaeva and Shalaeva, 2015).

An important form of pre-figuration is for example a leadership problems, the demand for different generations in this new increasingly complex and dynamic society. As more of sensitive, trained, flexible and energetic part of society younger generations to successfully compete and win in the situation of the older generation of growth requirements and speeds development of this society. The reality of the first order is a problem of generational competition for the best place in the sun in this new society in which the more mature generation doomed to defeat or co-dependent. A related and significant rejuvenation of the contemporary culture, it is increasingly subjugates the entire space of the modern consumer, business, politics and culture. A competition

between innovations and traditions in the culture is more in favor of innovation. But apart from these social gaps and metamorphoses (changes), we can't ascertain and tears in the youth community.

A wave of individualization and youth subcultures swept the rising generation, creating a situation of postmodern cultural chaos, based on experimentation and Futurism (aspiration for the future). Overboard are traditional classical layers of culture, time-tested institutions and social factors of sustainable recovery and sustainable human development in a safe and socially comfortable world. This whole situation is bound to create space and generates complex cultural and civilization relations and processes in the modern society. The growth of complexity, more and more experimentation, futuristic and related social cacophony and chaos of values and goals in relations between generations a fundamental challenge to modern globalized culture and civilization are in a situation of increased entropy (waste of human energy and loss of equilibrium). But this challenge directly associated public administration in need of more adequate this complexity and the dynamism of the scientific instrument of knowledge and regulation advancing social entropy (Shalaev, 2009, 2013; Shalaeva and Shalaeva, 2015).

Thus, social synergetic can really be considered as a real alternative to the dominant social science in the modern mechanical understanding of social processes. Synergetic is really able to offer an adequate scientific tools capable to "catch", open, manage and predict the processes complexity, dynamism and the associated consequences of social chaos. Synergy should be an important component of modern education aimed at training new leaders, equipped with an understanding and ability to manage complexity and dynamism in the new extra-large world, both at the global level (geopolitical level, geo-economics, geo-culture, for example) in the dialogue and clash of cultures and civilizations and at the macro level (individual social life level, states and cultures). But also at the middle-level and micro-level in all spheres of public life of a modern man, until the situation of life of certain non-governmental organizations such as family, cultural and military organizations, organizations in industry, business, religious organizations, etc., get up to the level of an individual.

All these levels of the social system in one way or another are included now in the processes of globalization, complexity and dynamism, the negative effects are already being felt: the problem of differentiation of social groups and countries of income, access to social benefits and influence in the world, the ideological gap generations their pre-figuration (change of status), growth of loneliness, poverty, growth, growth of dissent, who do not have time to adapt to the change of broad segments of the population, migration, chaos, etc. All these processes are now under the scrutiny of the various states and the elites of the world, international NGOs, the world of science. To a large extent they are compounded by the growth of health problems, impending environmental, energy, technological and military issues, etc. The remedy against these challenges generated by the complexity and dynamism, can only erve as equal to their complexity model of understanding, prevention, prediction and control of (management model).

Undoubtedly, the threat of loss of control over the advancing complexity and dynamism is fraught with challenges and new social upheavals. Avoiding them can only be mastered complexity, both at the level of scientific understanding and practice and at the level of a new morality, a parameter which is an important part of the new science of complexity management. In our opinion, these requirements in the present conditions are largely responsible social imperative of synergy and its resources in the understanding, knowledge and control of the world for the benefit of global humanity and the individual in it.

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