

PARADIGMS IN GUIDING MANAGEMENT APPROACHES AND THEORIES: CLASSICAL, NEOCLASSICAL, MODERN AND POSTMODERN THEORIES

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Abstract

Dynamic human cultural evolution along with social, economic, political and technological development have required organization scientists' constant effort to formulate various approaches and theories in purpose of satisfying the demand of management realm. So does this article, its objective is to clarify the ways in which social paradigms, namely functionalist, interpretivist, radical structuralist and radical humanist paradigms, to guide the formulation of the management approaches and theories through influencing the assumptions of man in management; consequentially, under the umbrella of the four paradigms' ideologies, those assumptions generate the approaches and theories respectively. Rationally, the concept of man possesses the logical explanation on the natural motive as driving force behind human behaviour. Finally, it was observed that these paradigms guided the management approaches or theories very logically with scientific systematic procedures. Finally, as implication, these paradigms can be applied to set up the theories or approaches directly by excluding the concept of man. Broadly, these paradigms can play active philosophical roles effectively in directing in several aspects of social theories, not only management ones.

Keywords: Approach, man, management, paradigm, theory.