

عنوان مقاله:

Role of Management in Cultural Growth

محل انتشار:

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نویسنده:

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خلاصه مقاله:

As the axiom and presupposition, we accept that personality of each individual has four dimensions: Body, Mind, Spirit and Soul (Malekian, ۱۹۹۶, pp. ۷۵-۷۶). Also, we believe that there is a relationship between behavior with body, knowledge with mind, characteristics with spirit, and finally, beliefs with soul (Baqeri, ۱۹۹۵, pp. ۵۵-۵۸). Moreover, we accept that the culture of a society is as the characteristics of an individual. Proving the mentioned claims shall be remained for another appropriate time and accepting the above mentioned statements, we go through the explanation of culture's bases. Culture or the personality of a society has four bases: ۱.۱. First Base: Common Behaviors (For example, daily donation); ۱.۲. Second Base: Attitudes, desirables and undesirables (For example, tendency to assisting poor people); ۱.۳. Third Base: Belief (For example, belief that donation brings blessing to our properties); ۱.۴. Fourth Base: Knowledge and Information (like Information about charities). We accept as an assumption that there is an interaction among all the four bases.

کلمات کلیدی:

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