ANALYSIS OF CULTURAL MANAGEMENT COMPETENCIES WITH EMPHASIS ON THE ISLAMIC PERSPECTIVE

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ABSTRACT

The competence of managers in organizations is important. Since the fundamentals of management emphasis are qualified managers can be a source for all cultural and non-cultural organizations, cultural managers considered. Studies show that Management Competence based on Islamic principles can be seen in three dimensions: competence, knowledge, attitude and behavior category and the design. Following Each Classified That components Search approach analytic exists is addressed.

Keywords: Management, Culture, and Cultural Organization, Islamic Management, Competency Management

INTRODUCTION

Style of management has emphasis on the rise of Islam and the values of natural and divine way. View of Islam, the messenger of Imam Managers and leaders are betting that justice shall be responsible for the management of human society. Management practices in any society that values are rooted in the insights and impact on the cultural fabric of society. Islam is different from other styles of management in the management, direction and set goals, mission and core values and mission within the rules governing it and closeness to God.

In today's culture, management and development of communities play an important role. On the other hand, complex relationships fade geography, the cultural management is essential. Given the transnational nature of human learning of management, cultural management model based on the Islamic principles is essential. Cultural management model in this study has three objectives, competency management and performance management culture based on Islamic principles is discussed.

MANAGEMENT PHILOSOPHY IN DIFFERENT SCHOOLS

Classic start to the school system and establish manufacturing factories in the eighteenth century in England to know that there were complex economic organizations [1]. The classical school of management developed performance, efficiency and effectiveness of the organization. In this view, administrators can view and manage the economic and political organization of the material motivators reward. The main deficiency of the classical school is lack of adequate scientific understanding of human motivation and strategic position in the management process. This defect, the necessary research, surveys and studies to identify the source of manpower was
inevitable. Classical scientific explanation of some of the important elements in the success of human behavior had meaning and a new understanding of human agency as the "administrative man" against the "economic man" created classics. In this school of mechanical beings - is organic, the human and material needs are physiological and psychosocial needs. So complex is the human being who must eventually reach self-actualization [2].

In view of the desirability of contingency management procedures are dependent on location. The manner may be undesirable in optimal position or inappropriate in other situations. Today, using this theory, there are various models in different branches of administration which, subject to the contingency view looks. There is, in these theories, best practices, and the utility of each method depends on its condition [3]. Management in Islamic perspective due to the use of reason in Ejtehad is considered as a contingency management. Although in this style of management, desirable of any way depending on the circumstances, but in the management of this condition, as it is not against Islam.

**CULTURAL MANAGEMENT**

Understanding of cultural management concept necessitates culture and management. On the different of culture definitions, we should attend the aspect of culture. The definition of culture has various forms in Functionals, Structuralisms, Anthropologists and Historicists perspectives. Culture is like “General way of life”, it is one of the best definitions of the culture. The purpose of the overall style as "culture of life" is a series that focuses on the social life of all recipient templates [4]. So, we can know the culture as complex set of manifestation of the fundamental assumptions in the form of values, norms and the human acts of members of a society. Human action, all the continuum of abstraction, such as artifacts and material achievements of the human intellect and wisdom in the form of skills, techniques and expertise can be expressed. On the other hand, the values and norms of the collective responses to the human need that is based on the fundamental assumptions are formed.

According to Islam, God has entrusted responsibility [5](Surah Al-Nisa, 58, Al-Nhl 39, Al-qasas, 26, Joseph, 55). Management and governance in the NAHJ Al-balaghah not prey, but a trust from God to director and action basis is not according to personal desires and it is according to law and god judgment [6]. Management from Islamic perspective is a duty, not a right. in the Islamic system, transferring, accept and assume positions of social and management is task, not a right or advantage; [7]. So, the essential condition for acceptance management from the perspective of Islam, Withholding requirement is that it is created by God.

**THE CULTURAL COMPETENCE OF MANAGERS IN ISLAM**

Cultural competence is encompasses congruent behaviors, systematic attitudes and policies and empowerment that enables manager and organizations to act effectively in cross-cultural situations [8].

In the process, people and systems (organizations) are used in response based on respect for people in all cultures, languages and ... to refer to cultural competence or adequacy of the person or organization [9]. Although these qualifications depending on the type and nature of the Organization, the purpose and requirements of the mission, environmental and act, the predominant managerial competence varies but can be generalized to other organizations. “American Social Workers’ National Association” in 2001 year, has set standards for cultural competence. Some of them are as follows:
1. Adherence to ethics and values
2. Self-Awareness
3. Cross-Cultural Knowledge
4. Cross-Cultural Skills
5. Diverse Workforce
6. Professional Education
7. Language Diversity
8. Cross-Cultural Leadership

All cultural organizations provided cultural and cross-cultural interaction there is definitely with the environment full of cultural diversity and pluralism. Hence, such organizations need management capabilities such as transnational attitudes, cultural intelligence, and emotional intelligence, familiarity with the language, computer and management in multi-cultural organizations.

The cultural competence of managers in Islam is very numerous. But what seems to be in need of serious attention is much more in the form of the knowledge qualification, behavioral history, and presentable. It is therefore with emphasis on verses of Holy Quran and has written anything NAHJ Al-balaghah explores some of these qualifications will be paid.

According to the teachings of the NAHJ Al-balaghah all managers must be fitted to the three adjectives and are equipped with the feature actually fitted must be with their conditions and their furnishing management appliance; these components are the knowledge, skills and ethics:

<table>
<thead>
<tr>
<th>The conditions and supplies management</th>
<th>General management knowledge</th>
<th>Director with basics, types and methods of planning, organizing, directing and leading, coordinating among the various components of the control and the creation of the Organization, in the oral presentation of that necessary.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific management knowledge</td>
<td>Oral presentation to the specific type of issues and the management of the admin deals with automobile, which he also is necessary.</td>
<td></td>
</tr>
<tr>
<td>Other management knowledge</td>
<td>Understanding the part of the Manager's issues in the turbulent period of the human principles and laws of the community and with the judge,. Such as: the community of the General Geology, geology, psychology, social psychology, education, law and .</td>
<td></td>
</tr>
</tbody>
</table>

**Table 1- principles of human behavior**

Intellectual understanding, heartfelt faith (feelings) and elements action (behavior) have been based on the teachings of Islam. According to table 1, we can discuss principles of human behavior in three dimensions, wisdom (knowledge), feeling (attitude) and behavior (skill) and developed following pattern.
KNOWLEDGE COMPETENCE

One of the most important cultural managers’ competent is scientific and knowledge. In Islamic tradition always has emphasized that the selection of people, we must more attention to their scientific and ability. Don’t choose those who have weak scientific and don’t have awareness; because, it is biggest betrayal to the Muslim community [10].

Good policy is another essential competency for managers that are essential in the current era. No management without the right measures to take place and where there is turmoil and destruction We must begin to seek Imprudence in there and typically Imprudence is the most important factor of organizations and governments Collapse. Therefore Al-mu'minin advised for Profit and the life course [11]. «Foresight» and «round view "and" self-awareness "is another logical in terms of knowledge and management is wisely. Management has not meant to head home without attention to this matter. Managers must been studied different angles of the work and predict the potential consequences. Managers who practical measures, Check different angles of problem with foresight and predict necessary Facilities and arrangements, make rigorous Decisions and increase their effectiveness and success rate[12].

THE BEHAVIORAL COMPETENCY

Since the management and culture is manifested in the thinking and behavior; as Table 2 shows we can grouped characteristics of managers in both personality and behavioral component.

<table>
<thead>
<tr>
<th>Personality characteristics of managers</th>
<th>health and originality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtue (not social class and group)</td>
<td></td>
</tr>
<tr>
<td>God is a central morality</td>
<td>Ethics orientation</td>
</tr>
<tr>
<td>Serve the people</td>
<td></td>
</tr>
<tr>
<td>Trusteeship</td>
<td>Humility and humility</td>
</tr>
</tbody>
</table>

Fig 1- principles of human behavior
Justice is a central

Table 2- characteristics of managers

ACCEPTANCE OF CULTURAL DIVERSITY

Cultural diversity is the common heritage of mankind as a part of the source for the exchange of information, creativity and innovation, it can be compared with the world's biodiversity, nature and human life is considered as a prerequisite for it. It is therefore for the use of present and future generations must pass are an important part of and have the same human rights as those noted. Recognize the cultural differences and the identification of the forklift in the ethnic diversity in environment and management of religious diversity of living necessities. People with different cultures behave in manner and this difference in behavior can make a difference in the relationship between the people of the organization [13].

Acceptance of cultural diversity as one of the most important managerial competencies is in the context of globalization, with components such as intelligence, cultural economy, culture, and cultural rights and etc. it is culture Economic and indicators of economy – cultural in the world. It is significant in level of funding in the cultural sector, the protection of cultural creativity, cultural goods production and consumption and cultural services.

Citizens of certain cultural rights such as the right to full access to the language and culture of the majority, the right to keep the language and culture of minorities, the right to have the traditions and practices of educational equality, the right to life and the right to have cultural and international and cross-cultural communications [14].

DISCUSSION AND CONCLUSIONS

Cultural managers skills cannot be different from other administrators know, because it’s part of cultural management that apply to organizations subject to the rules and principles of the organization is accepted, however, the basics of Islamic rich especially recommendations and agreements that Imam Ali (peace be upon him) to the Governors, and their children have written many informative notes regarding Islamic management; the present query according to category management principles in the NAHJ Al-balaghah and Because of human beings have intellectual, emotional and behavioral trends, and on the principles of the Islamic teachings on the same basis in the intellectual heart of faith, understanding (feel) and components of the act will be accepted (a behavior). Principles of human behavior are in three dimensions, wisdom (knowledge), feeling (attitude) and behavior (skill) summary and case reviews.

Since the management and culture is manifested in the thinking and behavior; Characteristics of managers were introduced in both personality and behavioral with components such as knowledge of public management, especially management knowledge, God-centered, virtue-oriented, trust, justice, humility orientation, ethical and acceptance of cultural diversity.
REFERENCE

[5]. Holy Quran