

New Institutional Approach in Social Management

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The new institutional approach in modern Russian sociology has been developing for the last decade. It has been referred in qualification research projects for many times due to its exposition of actual problems of modern Russian society.

In this work we would like to present new institutional approach in terms of a research object of a social management sociology field.

Social management is a targeted interaction between managing subject and managed object, which includes values and norms, conforms inconsistent needs and interests to disposable resources. Its purpose lays in society developing sphere. New institutional approach plays a great role in society developing process because of its tools of forming stable, science-based rules of interaction between subject and managed object.

Methodologically, regardless of a social management form being federal or municipal, generation of these interaction rules is quite easy, if we use the institutional arrangement scheme by V.V.Radiev, based on new institutional approach.

According to Radiev's scheme institutions are "game rules" – a complex of formal and informal rules of inconsistent human society, which, in one hand, is limiting a person's behavior and, in the other hand, is pointing out possible alternatives of this behavior therethrough making an interaction possible.

New institutional approach is based on action theory, that's why an action (or social interaction, because one interacting subjects respond to another interacting subjects within one institution), not an institute, is a principal unit in analysis.

The research scheme of a social management institution includes three main elements: **institutional arrangement, incentive structure and control conceptions**. Institutional arrangements allow a subject and an object to implement their actions according to different conditions: territorial, legal, traditional. Incentive structure helps a subject and an objects to realize the motives of their actions. Control conceptions allow to understand and explain processes, subject and object's actions, predict further development strategy.

As it has been already said, an institution is a complex of formal and informal rules. The scheme should be used to analyze and understand an institution, such as, for instance, Russian municipal management institution. Herewith all three main elements are divided in their components.

An institutional arrangement should be analyzed by 1) describing of social management subject and object's **rights** and their interpreting. In social management they are usually consolidated in laws, statutes and other official documents. 2) Analyzing of **structure**, which allows to distinguish social management interacting subject and object on such grounds as: vertical integration (more strict or more liberal) and management scheme which recreates the content and character of its elements (their quantity and functions), form of its elements' connection, their interaction order. 3) Describing of **exchange rules**, which allows to point

out subject and object's interaction order in social management. To these exchange rules we refer cooperation, assistance, protection, indifference, conflict.

To continue a social management institution analyze we have to explore incentive structure of social functioning. It consists of description of subject and object's **interests, cultural and normative scheme and compulsion**. V.V.Radaev writes that institutional arrangement and incentive structure are reflected in control conceptions which are responsible for structure of social functioning. During an interaction a subject identifies other subject's **senses** and, having its situation interpretation based on these senses, **assesses** its resources, chooses a **strategy and grounds** its actions for other social action participants. As a result we can see that control conceptions come to formulating action principles for further social management subject and object's actions. These principles correspond to practical experience and reflect the specification of an institutional arrangement.

Above-stated research scheme corresponds to a theoretical model contributing to the detailed research of social management subject and object's interaction in an institution. Its advantage is the fact that it allows us to analyze an interaction in terms of its sides' perspectives, also it allows us to take the environment and the conditions into account. In this scheme an institution is a dynamic, flexible structure, which is developing influenced by each of the practical actions. It includes a number of typical and regularly repeating rules of conduct.

We consider this research scheme of institutional arrangements as one having great empirical potential, because it is based on the social management interaction rules' forming mechanism. But to discover it's potential fully an empirical social management institution research is required. It would allow us not only to get unique descriptive materials in social management interaction rules field, but also would allow us to discover the institution's contradictions and inner problems with the view of solving them, which would mean an implementation of real social management, the one which is aimed to promoting social development.

Литература

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