

## **Evolution of management: From classics of modernity to post-nonclassical paradigm**

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### **Abstract**

The article is devoted to the study of the evolution of management as a specific field of activity. It is shown that the crisis of modernity as a universal project has showed signs of failure of the classical paradigm of management, which is based on linear rationality and rigid subject-object dichotomy. Modern science has shaped the contours of a new paradigm of management based on theoretical and methodological arsenal of self-organization theory (synergetics). Pathos of new management style is how to awaken motion and to give impetus to evolution by small resonance effects and relevant internal organization of the system. In this context, there is a failure of coercive control model based on a strict hierarchy of subject-object relationship in favor of a model where subject and object of management are bound with the relationship of assistance. © IDOSI Publications, 2013.

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### **Keywords**

Crisis of modernity, Freedom of subjectivity, Instrumental rationality, Management, Modern, Post-nonclassical management model, Self-organization, Structure-attractors.