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**EVALUATING THE EFFECTIVENESS OF LOVE FOUNDATION MANAGEMENT TO
IMPROVE THE PERFORMANCE OF MANAGEMENT SYSTEMS**

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ABSTRACT

Love foundation management, is a new style of modern management that contrary the other forms of management that are based on Profit worship, Formed on the basis of love. This type of management have been Provided in order to overcome the shortcomings of other methods of management such as creating a large class gap and create the war and corruption. Love foundation management by creating love between managers and society, will encourage people to do more efforts, more selflessness, more Dedication and away from extremes. In this article, the impact of the implementation of this type of management, have been evaluated on a population sample. Love foundation management was run in Khorasan Razavi of Iran in the years of 2010-2012 for 3 years. The results of the implementation of this type of management showed that affairs of services in the province increased greatly and pilgrims rate significantly increased and the growth of the airport increased up to 20 percent. Metro in Mashhad city was launched during this period and rural gas pipeline increased up to 400 percent. Also appointments and dismissals was changed based on ability instead of changing suddenly and executives more accountable and the sample population were more requesting.

KEYWORDS: Love foundation management, Community based management, Performance evaluation

INTRODUCTION

Since man never are not free from dream of a better life, debate over the management have been considered since ancient times and thought the management and supervision is implemented even in a small community such as family[1]. In current society that science, technology and knowledge has been great progress, how to handle huge sets of human is one of the most important concern of human. Therefore, nowadays to the area of management and human sciences, which leads to the leadership and management of society, the family and the development of wealth and power, have been special attention [2].

However, the proposed management models nowadays can be seen suffering and adversity, Poverty and discrimination, dictatorship and despotism, oppression and bloodshed. Therefore, such human suffering and damage private and public in mind and body and their management structures can result from the perspective of "profit factor" Instead of originality to the "human dignity" in the society control and promote the views of the creditor salesman to everything [3].

Management regardless of "welfare and prosperity of the society" Incomplete, even though of the concepts "the effective and efficient use of human and material resources to achieve the goals and resources" uses, and attention to the human being as a "production machine" and not consider "human dignity"[4].

It can be said as long as the dominant management of the world, only based on the characteristics of "capitalism" and there are not the core components of "humanity" and "morality" and only "more profit" is concerned, can not be peace, security and prosperity for the purpose of "social justice"[5].

Another point that can not be expressed in any managerial models west In promoting the welfare of society and life material have not relative efficiency, but It can be said current management models have unique effectiveness, but in it has not been considered "Human dignity", "ethics" and "respect for human rights".

LOVE FOUNDATION MANAGEMENT

Human have the desire and discretion and in matters which have interest, tries to do them. Also human perfection in the shadow of his voluntary act and the desire is product of the love and interest. Till not be interest, is not desire

and if is not desire, there will not motion and actions. So noticing to the concept of "love" and explain its role in management is very important. Love has been defined in various forms. for example:

- ✓ Tempers desire to the object that in its perception is pleasure
- ✓ Pleasure intrinsic to the object is the same human nature, whether the object be a sense or reason, real or suspected

Love and its growth in human stated considering the its three characteristics include:

- Being at the heart: if the Love has any source and truth, with the aspect (dimensional) from human is linked that is called "heart"
- Various levels: Love is a uncertainty phenomenon and has been levels, Means could be have different levels. naturally, effects and achievements of love and hatred is a function From its strength and weakness
- Was optional: Love is a fact that to the authority manifested in the human and in any way does not accept distraint. therefore, you can not be forced anyone to friendship or animosity

Use of the concept love in the management or the same Osveh management helps to Management structures in society till based on this management, various processes in this area take human form and in this type of management act based on the pillars of encouragement, affection and mutual respect. Implementation of love foundation management after running can create moral, social and cultural evolutionary in the community over time.

The most important consequences of this type of management is create affection and honesty, Increased confidence and following that relaxation among managers and others in the community, because affection will follow peace and integrity. Increased spirit of trusteeship and increased discipline in social relations are other effects of this management.

It should be noted that with regard to type of love management the spirit of sacrifice and forgiveness and sense of altruism and helping the dispossessed in society will be observed, especially in the top ranks of management. Considering that the affection is top Deep heart connection, increase morale vitality and happiness and as a result mental health and body will be achieved. Also since Love foundation management has a religious attitude, if its implementation change views than to world Events such problems will be achieved.

IMPLEMENTATION AND EVALUATION OF THE LOVE FOUNDATION MANAGEMENT IN THE TARGET POPULATION

In the first step, this theory as a research method with a practical approach in Razavi Khorasan province in Iran on a pilot basis in the level management, with a focus on training with several measures, including magazine publishing Osveh and etc, was done. The results of which of the Research analysts think tank, were positive far as in the field results we were observe a change discourse of the province managers during the years 2010-2012. In the second step, study on the Viewpoints and theories of management from the perspective of scholars and thinkers in the world was performed. at this stage, from many people in different areas of management, expert or rated different scientific were invited and several meetings were held for more than 8 months. In the third step, a group of researchers have studied the literature of management books. In this step, there are some ambiguities in the process of publishing comments as Islamic management. So that many Western management principles has been introduced with the addition of a verse from the Quran and historical event in early days of Islam as the Islamic management. In the next step, all the findings, both in the West & Islamic management, without comment, approved and rejected, have been included in the Osveh management literature.

In continue, the goal is offer a full investigation that has been performed in the field of management in universities, scientific community, research and studies by experts and ideas given to the criticism. The results show that, Osveh management implementation in the today society can have very beneficial effects. Love foundation management was run in Khorasan Razavi of Iran in the years of 2010-2012 for 3 years. The results of the implementation of this type of management showed that affairs of services in the province increased greatly and pilgrims rate significantly increased and the growth of the airport increased up to 20 percent. Metro in Mashhad city was launched during this period and rural gas pipeline increased up to 400 percent.

CONCLUSION

Results Retrieved from implementation of human management indicates that despite its remarkable progress in various fields including welfare, medical and IT, was caused the problems such as racism, war, the class gap and have been caused the loss of comfort, honesty and trust from human life. Therefore, the need to implement a new type of management that in addition physical dimension also consider the psychological aspects is essential. Love foundation management is a new approach in order to implement in the community in order to overcome the shortcomings of the previous management. In this article results obtained of implementing this management in Khorasan Razavi province of Iran studied and evaluated. Because love is the basis for this type of management, sacrifice, hard work and altruism at the time of its implementation among senior managers, as well as between them and the people increased. Also trust, order and tranquility Increased in society, considering being the Love foundation management based on ethical principles. From other results of the implementation of this management were increase development activities including an increase 400 percent gas supply to villages and the construction of two new terminal at the airport is remarkable. Also dramatically increases the pilgrims' rate.

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