

(Article Beauty management)

Assistant Professor Dr. Fouad Yousif Abdul Rahman/dr_ffuad@uomustansiriyah.edu.iq

P: ISSN : 1813-6729

<https://doi.org/10.31272/jae.i138.1128>

E : ISSN : 2707-1359

Abstract

The article aims to demonstrate the adoption of modern management, which is lacking in most organizations of an aesthetic nature, in building a mental image, modernizing work methods, and administrative and human dealings between employees and customers, in order to provide better service to customers in a modern framework under the name of internal and external beauty management. Where the researcher relied on the method of descriptive and philosophical analysis in following up the variable updates, addressing the weaknesses and enhancing the strengths inherent in the organizational behavior, and dealing with the term beauty management in a way that develops the modern philosophy of beauty and manages it scientifically and logically with high performance. The researcher reached an important conclusion in the qualitative shift in changing the previous mental image towards building green organizations with a new sense and beauty of dealing with scientific, administrative, and human methods.

key words : (Beauty management - Beauty philosophy)



مجلة الادارة والاقتصاد
مجلة 48 العدد 138 / حزيران / 2023
الصفحات: 245 - 254

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The idea of moving towards modern terminology is based on adopting philosophies capable of absorbing intellectual and administrative maturity and the possibility of integrating sciences into human, social, and scientific standards within the framework of specialization in orientation, especially in the field of business administration. Where the contemporary world is full of rapid changes and its turbulent environment surrounds us with countless natural assets of the achievements and possessions of humanity in the light of existence. So we look at it and contemplate it, and it arouses in us a special feeling, a certain pleasure, and a pleasure that differs from all sensual pleasures of a limited nature in terms of logic and horizon sometimes. Man has put a special name that distinguishes it from other pleasures, so he called it an aesthetic pleasure.

To emerge through it a new science and philosophy that accompanies modernization in thought and life, called aesthetics and the philosophy of beauty. It relies on the aspect of beauty in human achievements and managing them within the framework of experience based on taste perception, quiet contemplation, and a sense of pleasure in business management and high-performance organizations. Hence the term "beauty management" was found not in its apparent sense of things to generate false glamor, but rather in its true and essential sense through which the culture of the organization is measured. You may find many of our organizations dealing with virtual beauty to cover the low reality of human, administrative, scientific, and artistic dealings. We do not need to manage colors with our bright choices to design the external appearance, but rather to promote real colors that reflect the essence of dealing and the flow of business in it. This requires the aesthetic experience of minds based on logical

thinking and ethical thinking in Work that has certain characteristics, including:-

- 1- Beauty is accompanied by pure pleasure and enjoyment that is not accompanied by pain in the framework of (management by love).
- 2- It depends on the sensory perception of beauty and its philosophy away from the criteria (management by hate).
- 3- A taste experience and an experience felt by its owner alone may not be identical to others, but owning it in society will create a beautiful community in thought, logic, science, and humanity.
- 4- Aesthetic experience and its management do not depend on strict rules of morality and knowledge but are evaluated according to the criteria of logic and science.

And when applying beauty management with its experience and ethical logic at work, we will reach a world of business based on the culture of direction towards others and the application of public benefit and social and administrative justice

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