

PROVERBE ȘI MANAGEMENT – INTERFERENȚE POTENȚIALE

PROVERBS AND MANAGEMENT – POTENTIAL INTERFERENCES

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Abstract: This paper' ambition is to prove a possible relationship between the “proverbs” and the managerial practices in terms of the help given by the use of proverbs in decisions elaboration and exposure. There are two directions in exploring the potential of this relationship: Proverbs seen as vehicle for the everlasting values of a community, of a people. Knowing these values facilitates a pertinent decisional process, adapted to the organizational culture; Sayings as linguistic forms that enhance expressivity, assuring a bigger “semantic value” to the managerial decisions; For this purpose we will define sayings as a remarkable element of proverbs, and we will analyze their characteristics. This will be followed by defining the values that can be transported in time with the help of proverbs and by presenting those values characteristics and the way they influence decision making and enhance a successful managerial style. Based on Roman Jakobson communicational process scheme, the elements of this process and also their functions will be analyzed. The manner in which using the sayings could consolidate this functions manifestation, enhancing messages expressivity will be discussed.

Keywords: Values; Sententious character; Semantic value; Linguistic form; Metaphorical character; Metonymy; Arsenal of proverbs; National character of proverbs; Poetic form/formula; Expressivity; Values – desirable standards; Abstract character of values; General character of values; Correlative desires; Values systems; Permanence of values