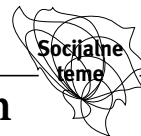


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Prethodno priopćenje



Economic Efficiency by Subject Orientation in Social Organizations*

Abstract

People would like to work and have their part in the society. Working means paying taxes, paying dues to social insurance and to have a job for earning and living. Is this really all of it? Does individual work just fulfill the entire concept of a welfare state and to make money?

A Job is more than the pure earning and living. It is a central part of a person's life and so it is a part of self-fulfillment and self-efficacy in a human's life. But there are challenges for social organizations to face. First there are clients who need a service on the other hand the social worker as subject in a working environment. Social work is always in a contradiction between the client as a customer and working on a "normal" market for social services. So if there is a market all economic rules of this market are also counting for organizations of social work. This crosswalk can be done by a subject-orientated view for the social worker as a self-realization human with personnel development and also for the clients who need individualized services for their special needs.

Social work must give up fiscal accounting and use economic instruments to work on a market and to match with other organizations on the same market. So the services become more transparent for the clients and the organization becomes attractive to a competent social worker.

Key words: ssubject orientation, individualization, economical challenges, market, subject goals, additional benefit

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Gospodarstvo viđeno kroz orijentaciju prema subjektu u socijalnim ustanovama

Sažetak

Ljudi bi željeli raditi i imati svoju ulogu u društvu. Raditi znači plaćati porez, plaćati doprinos za socijalno osiguranje i imati posao kojim će zarađivati za život. Je li to zaista sve? Radi li čovjek zaista samo da bi ispunio koncept socijalne države i zaradio? Posao je više od puke zarade za život. To je središnja točka čovjekova postojanja pa je time i dio samoispunjenja i samoučinkovitosti u ljudskom životu. No, treba se suočiti s izazovima društvenih organizacija. U socijalnom radu prije svega, postoje korisnici koji trebaju usluge, a s druge strane je socijalni radnik kao subjekt u radnom okruženju. Socijalni rad je uvijek u proturječju između korisnika kao kupca i rada na "normalnom" tržištu društvenih usluga. Dakle, postoji li tržište, sva ekonomska pravila toga tržišta vrijede i za organizacije socijalnog rada. Prijelaz k takvom stanju odnosa bi omogućilo stajalište orijentirano na subjekta socijalnog radnika kao samoostvarenog čovjeka s osobnim razvojem i stručnjaka za korisnike koji trebaju individualizirane usluga za svoje posebne potrebe. Socijalni rad mora odustati od fiskalnog računovodstva i koristiti ekonomske instrumente djelovanja na tržištu kako bi se uskladio s drugim organizacijama na istom tržištu. Tako bi usluge postale korisnicima transparentnije, a organizacija atraktivna kompetentnom socijalnom radniku.

Ključne riječi: orijentacija na subjekta, individualizacija, ekonomski izazovi, tržište, ciljevi subjekata/pojedinaca, dodatna korist

Introduction

Do you work to live or do you live to work?

This is a with pleasure put question. Depending on how the answer precipitates, it says something about the value of work in your life. People want to work. This covers once more a study of the statistical federal office (Germany) which was presented in January, 2015. Therefore, 73 percent of all women who work in part-time employment and 74 percent of all full time to busy men would like to work more. The study comes to the end that more than six million people want more work, so that the available potential of manpower remains unused (Statistic Federal Office, press release a No. 005 from the 08.01.2015.).

Industrialization, new technologies and social processes of change cause a change of the gainful work during the last 100 years (Beck 1994.). This change already begins at the end of 16th century. Not only schools and elementary-schools are new regulated also the gainful work changes (Reyer in 2006.). It is a matter no more about the pure earning and living but also of fulfilling therefore a task and “doing a good job”. The value of work remains attractive no more only of the money but is increased part of the personal identity and contributes to the social recognition. It is just this value of the work which has more meaning in today’s industrial societies. Work has equally become a sense and social confirmation. The high job orientation leads to a high competitiveness of the respective location (Baur 2001.).

Individualization processes change society

As a result of individualization processes there are is new insecurity and new charges in the working life. Only because of fear of a loss of the workplace employees appear up to 20 days in one year also ill on their job (health report DAK in 2014.). Competitions, appointment and achievement pressure as well as psychic stress are frequent in the agenda nowadays (Bullinger et al. 1993.). Thus it is not surprising that the mental health many of more gainfully employed people suffering. Beside the sensory endowment and the basic job the need for social respect and the wish for deluxe goods. If these claims cannot be fulfilled Burnout and depression are often the result (Windemuth et al. 2014.). This concerns employees and employers equally. Already in 2006 mental illness have overtaken diseases of the heart circulation system. Above all depressions and fear illnesses increase clearly (DAK 2014.).

Kessler et al. (2005.) assume, that a person has a lifetime risk suffering from mental illness at more than 50%. Exactly 33.3% of the people in the German population have covered to a year one or several clinically significant mental illness symptoms. To this astonishing frequency is not the worst case in Germany all over Europe it is below the prevalence of

38 percent. Prof. Dr. Jacobi of the psychological college in Berlin assumes that it is a fact that mental health problems belong to the normal life of every person. Nevertheless a misalignment is to be observed with some clinical pictures, no illness increase (Jachertz 2013.). Possibly every second payed early pension is to be led back on mental disease. The age average is with 49 years, 16 years earlier than the intended old-age pension. Besides this fact not only higher requirements on the job and achievement-pressure as well as employer are criticized. It is also the individual claim to one's own achievement which is named causally for a longer-term loss of working hours (Windemuth 2014.).

The market: Social vs. Economic

„The basic mental figure of the homo oeconomicus shows the individual who pursues his own interests in the competition of free market forces.“ (Elsen 2007.: 58).

The economic theses selfishly of acting individuals generate at the same time the greatest possible social well-being and the market follows his theoretical logic in the competition. Going back on the classical economics, Adam Smith for the first time in 1776 in his work „ the origin about the nature and the causes of the good state of the nations “ (Smith 1974) describes the mental figure homo oeconomicus which operates as an economic acting subject. This economic idea is also defeated even today by the basic economic system on which also the social sector is dependent. The following economic basic positions are mentioned (Elsen 2007.: 56f.):

- Market economy is economy par excellence
- Competition between market actors is the prevailing coordination principle
- Rational individuals act selfishly, her own use maximizing and are success-oriented from that point of view
- The guarantor of the public wealth is the freedom of the market
- Economy is a system which follows only the laws of the market
- Human worker is defeated by the market laws

Because the economic resources scarce the economic principle is interesting for social work.

For a fair distribution of resources economic tools stand in an ethical service of the whole sector of social work. Still there are strategies to the reduction in costs which low employee's salaries and lower achievements entail. Especially with the official achievements whose expenditure and yield can be valued only roughly rationally cost-computationally an economic perception can be obstructively for social work oriented to effect. For a profession-ethical criticism with social services it is sensible to look at two separating trends of “economyization” of social work:

- The first tendency of economics is to keep the efficient and actual action.
- The second tendency of economics is marketing of the social official achievement, thus of a privatization under the laws of offer and inquiry.

The criticism begins with the second economization. Being on the market means that in the social sector all principles of the social market economy count. Moreover belong the equalization of the client / patient with a customer, competition and competition of suppliers, prize education in the tension field of offer and inquiry and, in the end, signifies it also the necessity of earning money of the service provider (Lob-Hüdepohl 2007.: 344f.).

Challenges for leading

The existing staff is thereby defeated increasingly by a competition pressure which affects the achievement of every single employee. Social work helps itself to instruments of the high-class management to operate personnel development, Controlling and project work around effective and more cost-economically. Besides the staff and human will plan more and more to an administrative strength which lives of the purpose group analyze and projects. The expert's systems make the increasing complexity of social societies and their differentiation necessary which dispose of competence to professional problem solutions in different subranges of the society. A profession can count as a knowledge-based bearer of functions whose adjustment refers to personale unities in the society. Moreover, e.g., right, medicine, economy and also social work counts. As a principal item of a profession knowledge counts. This socially legitimized knowledge mostly finds itself in universities. Three essential structural signs of professional action are a diagnosis, treatment and conclusion (Anhorn 2007.).

Now the question positions itself whether social work can generally work with diagnostic criteria (like medicine) and is allowed to. Social work can't limit the diagnosis just to a human body. The social work look is the necessary tool in contrast to the medical point of view. The diagnosis must use, on this occasion, a hermeneutic draft which gives a methodical guideline and includes directly the subject itself in his complexity (Mollenhauer in 1995). By the development of hermeneutic ways it has a prevailing position for new methods. All attempts give explanation about the whole context of the client and are to be fixed in the following aspects (Anhorn 2007.):

- Sensory understanding and access to the social environment
- Perspectives allow to the resources of the clients
- Produce connection ability of services
- Biographic knowledge supplies open

- Subject-related sensory structures grasp
- Methodical shaping and with it
- Professionalization of the social work

These methods according to Mollenhauer and Uhlenhorff (1995.) give a frame for professional action of the social work. This means that the knowledge of the professional reality contrasts with an everyday knowledge and claims an own field of knowledge. Also in the social work the flexibility of organizational processes has a more and more important role. Flexibility as an answer to stiff structures on a labelled system of the public welfare which must equip itself as an agile enterprise with agile subjects is special of the professional actors.

Subject-Orientation: Economic Goals in accordance with Human Goals

The subject has according to Jüttemann (1992.) as a characteristic feature the “To-be-one-self”. He thinks with the fact that the person thinks over and over again about himself and reflects his own situation and takes a stand even on itself (the subject). A person does not come as a selfcertain being to the world. He is stamped by affection, care and more care by his parents. The child learns to see itself with the help of other people and therefore to see itself in reflection. Socializing is no cultural programming the child experiences the impressions passively. The toddler already has also without language demands and needs which influence the action of the parental part –the child becomes active from the beginning. Into a person grow up signified become linguistic-capable and to become capable of acting as well as to be able to enter social relations. Under this point of view it is important that to the toddler physics and emotional allowance is given.

The process of becoming a subject shows that neither the child nor the adult are completely regardless of social relations. The idea of the entire autonomy of Arisen ones is a hallucination which misjudges the dependence of everyone on social communication. “Subjecbecoming” means not the compensation of the entire dependence by autonomy but an extension of the scopes of action in the social relations of the subject. Subjectivity means social subjectivity. Chances for developing aspects of the personality like self-esteem, self-determination are caused by social basic conditions, which impact on the job. Moreover the political, economic and social general living conditions internal-half belong to the society (Scherr 1997.) which form the base of the gainful employment.

Conclusion

Not only the work oriented to subject but in the end necessary changes of the action patterns and worth patterns of social work are decisive for an existence of social work on the market. For a long time social organizations followed a lawful budgetary policy but must prove a sensible middle use before cost units and their economic efficiency. According an orientation to the subject econominaziationof social services can take place demand-oriented services for the client as a “normal” customer. Bearers and their servicesneed to bring in more transparency for their future customers and former clients.

A pure market orientation is not excluded.It is also a good way for clients when the market is called a social market where services are transparent to clients/customers and not in competition to economic businesses.

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