

Sociology of management in modern Russia: problems and solutions

Abstract

The article deals with the problems of management sociology caused by the state of modern Russia. It is argued, in particular, that one of the results of a sociological study should be the development of social technologies for the practical application of the results obtained, and the direct participation of the sociologist in the development and use of these technologies. The author sees the most effective means of overcoming problems in the generation of a large-scale creative development program, the rejection of “market” dogmas. It is in this case that the search for opportunities for the full disclosure of the human potential of the people will become the main subject of the sociology of management.

Keywords: management, sociology, social of technology, sociology of management

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Introduction

Science, being one of the fundamental attributes of modern society, due to the purposeful destructive actions of the relevant authorities in modern Russia, has already reached a point where its full functioning can only be described in the subjunctive mood. If you look away from the cheerful official texts and speeches, it is easy to see that science in Russia is on the verge of survival, and the problems of its financing, infrastructure development, strengthening or (at least!) keeping the staff and other basic attributes even at a minimum level will, in fact, mean a death sentence for her.

For sociology, in particular, as a scientific field, the drama of this situation is compounded by the specificity of its subject area. Having as its subject the social structure in its concrete forms at a given time, sociology is put in conditions when it is forced to prove its scientific status in practice, its ability to obtain reliable knowledge about the features of the state and functioning of the elements of the structure of this society, to develop on this basis identical recommendations for solving emerging problems.

In the situation of modern Russia, in which the sphere of public administration is focused on a vanishing small space of secondary areas and is placed in a subordinate position to the “market” paradigm, when there is no creative state development strategy or any constructive idea at all, the principles of General management theory absolutely cannot fulfill their basic theoretical and methodological role in the research of specific management problems. In the absence of clearly defined goals and principles of operation, such key stages for the management cycle as goal setting, design, programming, and planning lose any meaning. And forecasting, even short-term, in conditions of permanent uncertainty, instability and inconsistency of existing factors, also resembles Kabbalistic studies more. It is the urgent need to develop a theoretical and methodological framework that is adequate to the new conditions that has led to the fact that in the sociology of management, the General crisis of sociological science has received the most distinct form.

The current situation required sociologists to significantly revise the previously existing theoretical, methodological and methodological foundations of sociological science, which were developed and developed in a stable and managed state system. In this regard, the works of such Russian authors as A.A. Nikolaev,¹ A V Tikhonov,² Zh T Toshchenko,³ Shcherbina,⁴ and others are illustrative.

The initial confusion and extravagant theoretical twists are gradually replaced by constructive scientific reflection, one of the consequences of which was, in particular, the inclusion of the stage of realization of the received scientific knowledge in the cycle of sociological research. The view that sociological research should end not only with the acquisition of pure knowledge (as required by the canons of classical science), not only with traditional reports and publications, but with the development of social technologies for its practical application in real social practice is becoming increasingly recognized. The principle position is also the requirement of direct participation of the sociologist in the development and use of these technologies.

As for the problems of the sociology of management, despite the differences in approaches to their solution, they can be found in common.

In fact, all of them are aimed at identifying and developing the internal reserves of the participants themselves in management interaction. It is recognized that the human being is a key link in social management systems. Therefore, it should be considered not as a passive link of the control object, which is oriented by the General theory of systems, but as an active creative person who is able not only to perform (or, as now, not to perform) commands, but also to make and implement independent decisions. It is quite clearly realized that a person as an employee cannot be fully understood using formal cognitive tools and, therefore, it is impossible to hope for its full inclusion in the management process using the dichotomous scale “boss-subordinate”. This scale must have at least several intermediate values, and employees can move around it depending on the situation, sometimes changing places. Specifically, this approach is expressed in the following provisions.

- i The frequency of “scanning” of the management cycle “state analysis - solution - implementation – results” increases. The result is an increase in the role of efficiency and expansion of the functions of the feedback subsystem. It must strictly ensure an acceptable level of reliability, high speed, completeness and availability of primary data, and their conversion using a flexible, non-standard (depending on the situation) algorithm.
- ii The role and quality criteria of analytical activities are significantly increased. It should contain an element of training and self-training for the employees of these services.

- iii Research methods should be considered and used not in isolation from management activities, but as elements of technology for making and implementing decisions aimed at overcoming specific problems.
- iv Focus on a predominantly interdisciplinary approach in which the methods of different scientific disciplines are used simultaneously or in a modular way. The most relevant management situations of modern Russian reality are: sociology of organizations, sociology and psychology of small groups, social engineering, management consulting and innovative approaches aimed at stimulating internal reserves of self-organization.
- v A more distinct approach to management as an art in which intuition plays a very significant role.
- vi Sociology of management of learning should be transformed into the sociology building. Its social-transforming function should be strengthened, the transition from presenting the received data to developing “practical recommendations” based on them, to the participation of sociologists in their implementation, to sociological support of management activities aimed at constructive social changes.
- vii Textbooks on the discipline “sociology of management” must be based on the provisions and principles of the General theory of management, and the sphere of social management should be considered as a special case of its application with the analysis of problems caused by a specific situation.

Thus, the modern sociology of management continues to be at the stage of its formation. One of its main problems is the development of principles and methods for the integrated use and integration of these scientific approaches and directions in specific management situations, and its goal is to determine the optimal algorithms for the practical implementation of interdisciplinary technologies.

It is clear that the role of empirical sociology will increase in the coming years. Sociology will become more and more of a constructing sociology. Training and project methods that combine analysis of the social situation with work to change it and improve the effectiveness of the social management entity are already playing an increasing role in the work of the sociologist.

The consequence is that the knowledge obtained by management sociology must become even more technologically advanced. Organizers and authors of applied research should themselves become even more “participants” in social actions. The main criterion for the scientific value of the knowledge obtained should be the correspondence of the knowledge obtained to the methods of solving practical problems (tactical and strategic) in the format of the dichotomy “right - wrong”, “bad - good”, etc.

In the context of rapid and contradictory processes taking place in modern society, the sociology of management should look more closely at the “potential of the future” that is contained in today. As G. Berger wrote: “The faster we go, the farther our headlights should shine.” For empirical science, which, in fact, is the sociology of management, this means that it is necessary to develop and practically master techniques that allow you to study not States, but processes.

For example, in a specific area of application of management sociology in an area that is very important for management, such as personnel policy, we can say the following. As you know, human resources only become a decisive resource or even appear as actual human resources, not just “labor force” or “human resources”,

when a system of goals, guidelines and incentives for the country’s development is created, i.e. when a strategic program is designated and implemented to radically transform existing mechanisms and forms of activity and deploy a set of vectors of fundamentally new, non-standard opportunities for self-realization. In this situation, an official-Manager must have additional creative abilities in addition to certain professional knowledge, skills and abilities to perform even his regular functions, namely, the ability to solve non-standard, unique tasks, independently find a way out of critical situations, taking full responsibility for the consequences on himself. In this case, personal, creative motives get effective forms of synthesis with socially determined needs. The need for personnel with such abilities is always quite acute.

If development is not included in the basis of the functioning of power structures and development goals are not set, as is the case in modern Russia, the creative abilities available to a greater or lesser extent to each specialist find their way out in other, mostly criminal forms. We must be absolutely clear that without an increase in the share of highly qualified, creative, expensive “labor, all talk about “fighting corruption”, increasing responsibility, and so on will remain empty chatter. In this situation, no problems with frames should arise at all: “effective” (in purely hardware terms!) employees (“managers”) can be selected from the vast mass of young people who are not in demand and do not have prospects in modern Russia.

And when it has become fashionable at the Ministerial level to repeat that higher education institutions work “nowhere”, that we have “extra” higher education, this reflects not an excess of students or institutions, but the absolute lack of understanding of the need and desire for development among the majority of top officials, politicians, and businessmen, not to mention their lack of goals and projects for the development of the country. In this situation, no management sociology can help: it can only identify the problem and some ways to overcome it, but only political will, combined with determination to implement it, can radically change it. Only in this case it will be found that the country has a huge number of talented, intelligent and efficient people, and that in fact the cadres decide everything.

Technologies for managing society are based on technologies for managing people, their interests and needs. However, the best management technology is creation. Therefore, a large-scale program of creation is necessary. Then there will be a place for everyone in it, and everyone will manage himself, without the care of a personnel Manager!!! This will be possible when large-scale, imaginative tasks are set, a force field of great creative tension is formed, which will Orient and mobilize atomized (as required by the “market” paradigm) human individuals in a certain socially necessary order, and give them a certain direction. It is this atmosphere of common productive work and interest that has allowed our country to achieve amazing achievements in the not-so-distant past, and to reach the forefront of world development. This amazing era has demonstrated in the most convincing way that it turns out that you can do without “rich people” at all, without thieves - “owners”, without the “invisible hand of the market”, suitable only for easing the pockets of gullible simpletons, without “competition” (this is in the world of monopolies!), without spontaneous “economic laws” imposed on us by crafty perestroika “academicians”.

For almost a third of a century of “democratic “development”, Russian citizens were able to see for themselves that competition, profit, profit, crisis, default, and similar shameful attributes of the “market” are incompatible with normal society, that the time of private shops irrevocably passed in the early twentieth century, that they are

incompatible with effective, highly integrated modern production. It became quite obvious that it is possible to provide everyone with an opportunity for self-realization not by an archaic “competitive”, exhausting struggle for a place under the sun, but by means of a big, interesting business. In this case, neither “personnel management” nor “management”, nor personnel technologies and other problems of parasitic functioning will be required separately.

The social nature of modern production, the broad division of labor, specialization and monopolization require the integration of the entire economy into a single planned national economic complex with equal labor and equal pay. Only in conditions of equality can there be true freedom to create, create, and work fully for the benefit of society, and therefore for one’s own good. Only under conditions of equality can each person freely take the place that best suits his talents, inclinations, and vocation. And then the search for opportunities for the full disclosure of the human potential of the people will become the main subject of the sociology of management.

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None

Conflicts of interest

None.

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