

BUSINESS AND SOCIETY**RETHINKING SOCIAL AND ECONOMIC WORLD THROUGH
MANAGEMENT: MANAGEMENT RESEARCH AND (ARAB)
(R)EVOLUTIONS**

Throughout history, political and technological change has modified the organization of society around the ways of allocating resources. The fundamental problem is the struggle over the control of the means (or factors) of production.

The latest revolutions point out the possible shift from the old central factors (land, labor, or capital) to new ones, as social capital, social media, and “collective intelligence”. What happens when those factors of production are becoming central in the equation of the overall “social wellbeing”? How are these “means of production” going to be controlled and by whom?

To answer those questions, rethinking capitalism and management concepts are a starting point.

Revolutions are now calling for considering an entirely new set of conditions. Arab revolutions could help because of many elements. Firstly, because people are more used to manage resource scarcity (freedom, water, energy, etc.) and they’ve developed a tacit knowledge related to that. Secondly, because social strength is not represented by individuals but by groups. Thirdly, because of the permanent strong social movements and their will to achieve.

Turning the dominant model on its head, the symposium invites academics to present cutting edge research rethinking:

1/Capitalism:

Socializing problems and challenges is driving collaboration and sharing, replacing command and control by self-organizing ecosystems of independent producers. It underlines the new old informal sector and primitive markets (*souks or bazars*) where people, by partaking resources create value for the community. Elites are no more stable in time and space.

2/Management concepts: time (risk), morality (justice), property (responsibility), rationality (reality),

Mary Douglas said, “the only place to stand is where we are; the theory has to start with ourselves”. The accumulation of different meanings and experiences of most concepts related to organizations in non-western theories could lead to new understandings and scopes of the complex “new” reality.

Keywords: (Arab) Revolutions, Social capitalism, Management concepts, Informal sector, Elites.

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