



Evaluating the performance of managers Institute for the Intellectual Development of Children and Young Adults On cultural development and globalization

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Abstract: Today, change is an inevitable reality and is one of the important issues that small and large organizations are facing it Also as a certain factor in human resource management is accepted Sometimes change is imposed on the organization and or that organization in order to respond to the environment or due to internal need accepts it, Currently, the areas in which create the strongest pressure for change in organization are; People, technology, information, communication, competition and social trends. On the other hand, globalization and cultural development are two paradigm which each in their turn contain mentioned factors and are considered a strong incentive to change various aspects of organization And organizations also have to deal with them regularly managers that are in top of pyramid of decision-making in organizations As the most important factor to determine the method of dealing with these phenomena are the center of attention Thus, The purpose of this study, is gathering information, assessment and recognition of the Institute for the Intellectual Development of Children and Young Adults¹ managers of globalization and cultural development. The research method is descriptive. Management performance are recognized and on the basis of indicators of globalization and cultural development questions in the questionnaire were designed and distributed Then results were obtained using spss software. On this basis between evaluating the performance of Center for Intellectual Development managers with globalization and cultural development there is significant but weak relationship and this organization has not had much success in the face of this paradigm.

Keywords: Performance Evaluation, Institute for the Intellectual Development of Children and Young Adults, cultural development, globalization

Introduction

Globalization with wide range of developments and changes that prevails in all communities in all aspects of economic, social, political, security, cultural leaves its great impact. The scopes of these changes are based on level of development aspects of society, ideology and attitude on governing structure of each community is different than other communities in a Tolerance. In other words, new approaches which is a result of the requirements of human life in the present age and communications and relations that makes needs for present human forces Communities to accept this process as a result of the technological evolution of modernity, Among these different levels and aspects of the community according to themselves will be affected by changes resulting from it And in the facing it the alternative thinking will be manifested. New approaches to the management on the society are created, that is the outcome of, elite, brokers and managers attention with regard to new the requirements. The other hand development and modernization and its relation to the culture is among the issues of recent decades that Based on the western model (modernization

¹ After this Institute for the Intellectual Development of Children and Young Adults, is called Institute

theory) and crises arose from it have subjected developing countries to various crisis. Because first: Concept of development in these countries is not endogenous and secondly, the development structures didn't happen in accordance with the requirements of cultural, political, social, religious considerations and their ideology. As a result expansions of the western model of development with emphasis on the economy have had inefficiency of human resources and traditional management and others. Globalization and cultural development, is two inevitable present life trends of the nation and the government, Raising the quality of life and the dignity of the person in front of the new world, are two crucial demand for human life, The right to use high and dynamic culture, organized attention and response to the increasing needs of human, makes new approaches in organization and social institutions. Without doubt these two general phenomena are traversing the hard and soft aspects of societies and also Iran makes new approaches Suggesting Matching, social Integration with traditional ideas in society. That lack of knowledge and awareness of these causes and factors creates the passivity of society against these two phenomena that as consecutive waves travels all human values. Certainly the Institute has not been deprived of these ups and downs, obstacles, problems, as other structures and other cultural institutions especially among different aspects of development, cultural development and emphasizes on cultural trend to globalization. It evolves the most comprehensive views that know the two general phenomena influenced by the West, modernity. Therefore, management remedies, consistent with long-term strategies provide progress and embarking in the development of the situation and promote interaction and cultural links with other productive cultures in response to the next generation such as products, production and supply of efficient cultural services and Cultural diversity it is essential That followed by itself Although it has threats but also has its service opportunities for the institution and people. Confrontation with these two phenomena changes and the various effects in management policy will apply. That evaluation and addressing the impact and function of these new decisions and policies for stepping into the path of excellence and progress is necessary, Therefore authors as well as acknowledging the sensitivity of the services receivers and products of this institution are looking for examining the recognition, information gathering, and evaluation of the performance of management of the Institute in the face of globalization and cultural development. This research helps advance goals of the organization in the short and long-term, causes more attention and concentration of managers on developments and general and universal phenomena and clears understanding the accelerating and moderator external factors of the organization's mission. Also makes continuity and performance impact of each unit on other units of the organization visual and documents achieving and weaknesses, threats and inefficacy of the decisions taken.

Globalization

In which there are features such as change of power, network becoming of the world, citizens education, according to the requirements of the global market, global expansion of capitalism, free trade, cultural proliferation achieving the policy development stage so that is achieving of advanced structures. Giddens says, "Globalization requires a process but a complex set of processes that sometimes act contradictory and contrary (Youssefian, 2001, 6). Cevtkovich and Kellnar employ Globalization term to describe the process that the globalization economy and political and cultural forces quickly influence the Earth and create a new world a new transnational political organization and new the culture of world. In this belief Globalization Vision is the development of the capitalist world market, decline of the national government, more rapid flow of goods, information and people and cultural problem (Asad Ardalan. 2000; 482). McGraw sees globalization as a process of links and interaction that beyond governments, makes the new Global system. He believes that the globalization is a process through which events, decisions and activities of a part of the world have important consequences for individuals and societies on Earth (Scholte-J.A1993, pp.13-14.)

There are three broad concepts of globalization: one true perfect Globalization that is both materially as well as spiritually and in addition to economic development, contains political and social stability and cultural and human excellence. The other is partial and insufficient globalization that is only economic and single structural and third is false aggressive and struggling globalization That mirrors US globalization with nature of policy and aggressive monopoly seeking That Considering America in the head of Global power, seeks to strengthen the country and increase Global dependence on America.

Today even some Western thinkers name globalization as an actual and potential threat for the "Americanization" of the world. Theorists like Wallerstein, Frank search origins of the current global changes in the structure of their ancient civilizations (Immanuel Wallerstein, 77 p. 67). St. Simon considered

industrialization process the spreader of European culture to the rest of the world and wanted an ideal Conflict-sionalism (Golmohammadi, 2002, p. 22). Durkheim collapse of the traditional social order, due to the modernization process is considered an important step to increase Global coherence (Mohammad Towhidfam, 2002.s 66). From the perspective of the functionalist America, especially Parsons, Levi and Bell in renewal, Communities come together around a common axis and proceed toward same social situation. Another group of experts have centered culture in their arguments. A group consider world due to the spread of a mass culture possible. They with adoption of a postmodern view consider excessive attention of globalization economic and political factors in a world that minds are strongly influenced by the media, strange and call for more attention to the culture and consciousness. (Ibid. P. 68). In the right words of Kellner "There is no such thing as globalization per se" (Kellner, 1989: 2) what exists in fact is various meaning of globalization that is used referring to the process of heterogeneity. In the eyes of some (Beck, 2002, 1992, 1994), (Giddens, 1989) globalization is consequences and the continuing of processes that Led to the formation of modernity. Of course, this view immediately notices that the last stage that is later stage or reflexive modernity we see new features, that one of the most important of them is "de-traditionizing" (Giddens, 4-100, 79, 71, 1994: 66). World views in the proper sense of reality precisely picture the unified world that all highlighted divisions and fragmentation and polarization of this group's theories in which is dissolved. As Delany's Criticism to Wallenstein's theory shows (Delany, 70: A 2000) Harvey bases discussion of over-modernity and globalization in the concept of space and time And from his point of view globalization means a different experience of time and space or compression of time and space as he puts it. Harvey like Giddens knows the process of globalization a product of the disturbing of traditional order of space and time But as much as him doesn't emphasize on economic system. According to Giddens, globalization cannot be seen as a purely economic phenomenon. However, the formation of a global economy is considered of the most important elements featuring the phenomenon. On this basis globalization is a phenomenon beyond the cross-correlation. In fact, Giddens is one of the theorists that in reaction to reductionist approach and economy oriented world-system theorists, especially Wallerstein emphasizes on cultural and social aspects of globalization and it knows beyond the formation of the global system (Golmohammadi, 2002.p 47).

Cultural Development

Nowadays main indicator of development is the knowledge produced in society and from this the new society has been called knowledge society in which production, distribution and use of information issue is considered to be one of the most important issues. The per capita income or GDP alone is a significant indicator to be considered for development. Today the compilation indicator, information factor has allocated special and superior place to itself. Cultural development is a complex, comprehensive and multi-dimensional process that exceeds exclusive economic growth and enters to all aspects of life and all the forces of a community. Societies in which all its members must share strive for economic and social change and the benefits of it. So the principle is that development must be based on the will of each society and Express its deep identity (Declaration of Mexico. Introduction and Articles 10 to 16). Western model of development spread quickly in the nineteenth and twentieth centuries, followed by it Technology, ideals and Western values left such an impression that the West believed their culture is superior Furthermore, the concept of cultural development is not the side. This concept was derived of West ideas about the progress that was combined with belief in individual autonomy. The first sign of this pattern emerged with the collapse of the feudal system in Europe and was influenced by the ideas of the Renaissance, And from the eighteenth century spread towards individualism and a sense of competition gathering wealth. (Fazelipour 1997; 3-5) Each dimension of cultural development requires change and Cultural development, which thought of modernizing society without fundamental changes that it creates in socio-cultural structures of them will not work, For these changes to be successful, must be driven from the internal forces of community Although it is possible to be provoked or influenced by external forces, Crux of the matter is that changes in structure should be part of the natural process, internal, or at least with regard to the requirements of the relevant country. Transferring technology has allocated an important part of development issues and cultural development Adamson Hubble argues that in the admission process of elements of a culture complex by another culture, the selection mechanism is very important. Attributes that in a culture have positive meanings may in the recipient culture because of avoiding the use of meanings and functions of negative potential, during spreading face with obstacles. (Hubble Adamson., 1996, 313)

Nowadays the development of developing countries depends on the formation of a broad and effective information and communication infrastructure and takes the development of information literacy form to itself. Information Industry is considered as the third largest source of income after food energy and is considered as a vital factor as the second largest source of revenue after the energy and food and as a crucial factor that will be the dominant force of the next century stands out. The era of Information affected Society which will replace Industrial society, has started a decade ago. (Ansari Lari, 1375, 22.)

Leopold Senghor says; that culture is first and last word of a true development policy that is why he learned this Renee Mao saying by experience that man is means and ends of development. He said that man is not one-dimensional economy but is a living reality, a human being with his countless needs, abilities and demands. True cultural development When achieves reality that:

Extensive participation of peoples takes place in the development design movement.

Extensive participation of peoples takes place in the development implementation movement.

Proper action and reaction exist in the social institutes

Pay exact and deep attention to peoples cultural behaviors.

The precise knowledge of the characteristics of society culture should be done.

It is obvious: the role of government and agencies the bureaucracy cultural has been emphasized.

Target: To create balance development and make progress in individuals' lives and communities linked together. . From the perspective of anthropological term "relationship between culture and economy" is meaningless, because the economy is part of popular culture... Actually inherent uncertainties in such terms, is the ideological problem: is Culture an aspect of development and a tool for development, in the sense of material progress, or that culture, the full development of purpose and meaning of human life in all forms of it?² (Decoyer, 1997; 23)

Performance evaluation

Performance, is behavior, and should be distinguished from the results, because the system factors can divert results. In case the function is defined in such ways that include both the conduct and results, a more comprehensive View is resulted. Performance means both behaviors and results. (Campbell 1996) Behavioral are not results tools, but in their turn are considered results (product of physical and mental effort that are applied to tasks) Apart from the results can be judged. (Brom Brach, 1998) covers this model like goal setting and purposes review, (Hurtle, 1995) performance evaluation is a process that Employee performance is measured by it And when done right employees, supervisors, managers and eventually the organization will benefit from it. (Warder and Davis, 2003) defines Performance evaluation the systematic description of the strengths and weaknesses of individual or group performance in relation to the implementation of defined duties. (Casio 2005) the performance evaluation in dimension organization is usually synonymous with the effectiveness of the activities. The meaning of effectiveness is the achievement of goals and programs with the efficiency characteristics of activities and operations. (Rahimi, 2006; 36) Comprehensive assessment process is referred in terms such as efficiency, effectiveness, significance, empowerment, responsiveness capability within the framework of the principles and concepts for the realization of the goals and objectives of the organization, structure, plan and long-term development of the organization, performance evaluation organization. "(Tabarsa, 1999; 4)

Established performance evaluation Indicators must have characteristics of the SMART & D system which are:

Specific: should be Special, specified and determined. Meaning indicator should be comprehensive, transparent and simple, clear, expressive and explicit, so that create a single interpretation of the concepts.

Measurable: should be measurable. Their measurement should be simply possible. Meaning Beyond the quantitative yield, ability to define qualitative performance should also have indicators in forms of quantitative variable.

Achievable: be available.

Realistic: be realistic. It means that activities and mission and policies and strategies should be related to the actual organization and key areas of organizational performance.

Time frame: the framework and time limit, meaning indicator should have determined evaluation period.

Database: the database means necessary data and information of indicator is available. (Rahimi, 2006; 36)

² Marshall Sahlins

Institute for the Intellectual Development of Children and Young Adults

Institute was founded in 1965 by order of Farah Pahlavi After the revolution, the Supreme Council of the Cultural Revolution with changes considered the need to keep it necessary And after that Institute, is a state-owned company That the General Assembly, determines its Board of Directors and CEO, The General Assembly has been formed of the Minister of Education, Culture and Higher Education, Islamic Culture and Guidance, Economy and Finance, Management and Planning Organization supervisors and Islamic Republic of Iran Broadcasting (IRIB). The Minister of Education is President of the General Assembly. Institute Board of Directors on the proposal of the Minister of Education with the approval of the General Assembly is elected for a term of three years. The above duties are for different units of the Institute that in a general classification includes the following areas: 3

Operating Management

Research Deputy

Cultural deputy

Production Deputy

Administrative and Financial Deputy

Analytical model for research

We know that the effects of globalization and cultural development of communities and organizations in various aspects can be reviewed and evaluated, But given the mission of institute in the field of promotion and development of cultural and artistic activities in the area of children and adolescents we proceed to the sum of cultural, economic and communication managers due to globalization and cultural development.

Globalization with

Creating opportunities and interaction with the international community in the area of child and adolescent

Development of cultural and artistic consultations and interactions

Continuous and effective presence in festivals, meetings and international festivals

the creation of open spaces and artistic interactions and cultural exchanges

Create a platform for the participation of elites (inside and out) in the field of cultural and artistic activities and services.

Spreading activities, services and cultural and artistic products of transnational dimensions.

Development and constructive competition in the field of cultural production and products.

Development of information technology and virtual communication.

Participate in artistic and cultural products and international market.

Cultural development with

Improving the public consciousness of society about the artistic and cultural services and activities.

Diversification of cultural and artistic activities in the area of child and adolescent.

Accelerating cultural and artistic exchanges and interactions between an organization for children and adolescents in the general population.

Increase their level of cultural spaces and art enthusiasts.

Expanding field of research.

Expansion of field of education.

Participation of elite (artists, writers, poets, filmmakers, etc.) in the field of production and cultural and artistic products.

Planning and policy objective.

Increase in funding and allocation of funds according to the diversity of cultural and artistic activities and services.

Promoting the enjoyment and optimal use of media and mass communication and advertising.

These two phenomena lead to changes and new visions in management issues, obviously we in the evaluation of a variety of performance evaluations (retrospective, prospective, cumulative and developmental) analyze formative assessment. Because in formative assessment the implementation and management process and effectiveness of management review are considered. Necessary to do performance evaluation process of managers in the Intellectual Development of Children and adolescents in summary, these measures are considered.

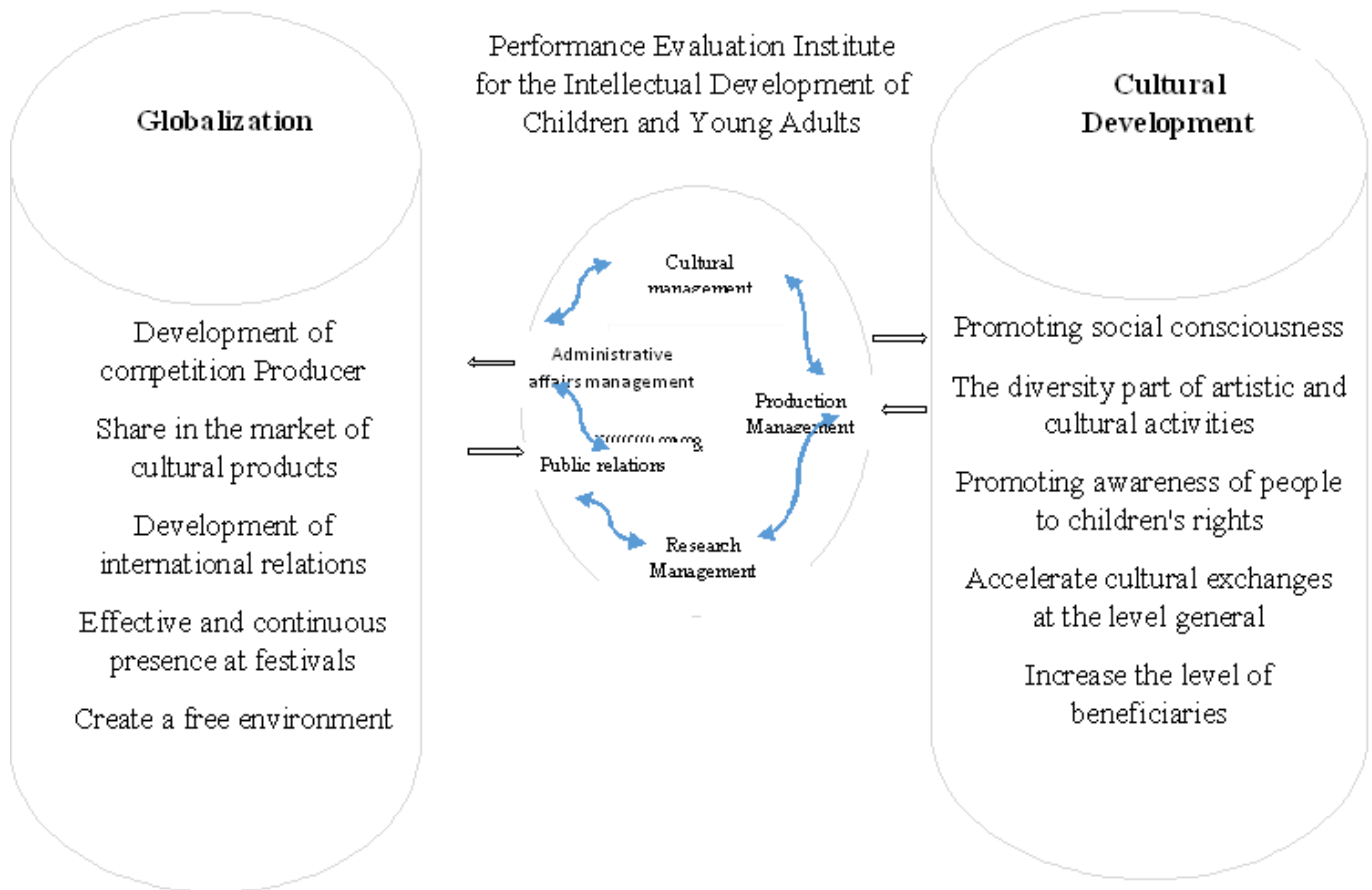


Figure 1

Research Methodology

The research method is descriptive, since is done to identify and describe management function that has both theoretical and practical aspects Objective and regular describes which express management measures of this cultural institution, its status in relation to globalization and cultural development as two dependent variables in this research. Search techniques, is exploring and collection in theoretical literature of the subject in library method. The information gathering tool is questionnaire that this action has taken place with 20 closed questions and 2 open questions Society and territory of research, is institution cultural deputy. In this structure, according to the organizational chart four Deputies which themselves have separate areas of management, has been considered by Researcher the study time territory, in general we can say that the topic is relevant to the present. Although the phenomenon of cultural development and globalization is related to the past decades, but the evaluation of the management performance of the structure of the Institute for the Intellectual Development of Children and Young Adults in the face of these phenomena is in the present time. The study sample has been random population of this research have been managers, assistants, officials, experts and specialists the sample size was 100 persons. Among them 64 managers, 10 deputy, 10 experts and 16 specialists in charge were taken into consideration, That 52 manager, 6 deputies, 8 expert in charge and 16 specialist after of distributing the questionnaire did not attempt to answer and in total 82 people responded to the questionnaire. Test methods and statistical analysis, researcher in the first step checked reliability of data collected then data collected, was classified and analyzed. In the analysis each of the variables in the hypothesis, the frequency distribution table along with respective written percentages and questions of each one identified and the Chi-square test and t-test to evaluate the performance of management at the institute on cultural development and globalization was used.

Hypothesis test

It seems that there is a relationship between the assessment of managerial performance of institute to globalization and cultural development. To check this perspective we have to plan for the following sub hypotheses.

It seems that there is a relationship between the performance evaluation of institute production assistance with globalization and cultural development.

Due to the frequency observed in Table (1-1) Chi - Square in perspective of production Assistance of institute With the globalization and cultural development the weak relationship can be imagined to ensure the independence test to the existence of such relationship between the two groups (weak and strong), means Chi-square tests we run.

Table 1

Option 1	Observed	Expected	Amount of deviation	Chi-square result of a1	
Very weak	6	20,5	-14,5	Amount of Chi-Square (chi-square)	45,415
Weak	44	20,5	23,5		
High	24	20,5	3,5	Degrees of freedom	3
Very High	8	20,5	-12,5	Amount of error probability (asyp.sig)	0,000
Total	82				

Since the error percentage is less than 0.05 calculated as a result the null hypothesis is rejected so can be said with confidence of 0.95 percent, from the perspective of the sample population between performance of assistance of production of institute for Intellectual development and Globalization and cultural development of the there is a weak relationship, which means that the assistance has not had in performance much success.

It seems that there is a relationship between the performance evaluation of assistance of Research at the Institute for Intellectual Development with globalization and cultural development.

Due to the frequency observed in Table (2-1) Chi - Square from the perspective of with assistance performance of research institute for Globalization and cultural development can be expected a weak relationship to ensure the existence of such a relationship we run independence test between the two groups (weak and strong), means Chi - square.

Table 2

Option 1	Observed	Expected	Amount of deviation	Chi-square result of a1	
Very weak	5	20,5	-14,5	Amount of Chi-Square (chi-square)	45,415
Weak	38	20,5	23,5		
High	34	20,5	3,5	Degrees of freedom	3
Very High	5	20,5	-12,5	Amount of error probability (asyp.sig)	0,000
Total	82				

Since the error percentage is less than 0.05 calculated as a result the null hypothesis is rejected so can be said with confidence of 0.95 percent, from the perspective of the sample population between performance of assistance of production of institute for Intellectual development and Globalization and cultural development of the there is a weak relationship, which means that the assistance has not had in performance much success.

It seems that between the performances evolution of cultural assistance of institute there is a relationship with globalization and cultural development.

Due to the frequency observed in Table (3-1) Chi - Square from the perspective of with assistance performance of research institute for Globalization and cultural development can be expected a strong relationship to ensure the existence of such a relationship we run independence test between the two groups (weak and strong), means Chi - square.

Table 3

Option 1	Observed	Expected	Amount of deviation	Chi-square result of a1	
Very weak	*	*	*	Amount of Chi-Square (chi-square)	11,439
Weak	27	27,3	-3		
High	40	27,3	12,7	Degrees of freedom	2
Very High	15	27,3	-12,3	Amount of error probability (asymp.sig)	0,003
Total	82				

Since the error percentage is less than 0.05 calculated as a result the null hypothesis is rejected so can be said with confidence of 0.95 percent, from the perspective of the sample population between performance of assistance of production of institute for Intellectual development and Globalization and cultural development of the there is a weak relationship, which means that the assistance has had in performance much success.

It seems that there is no relationship between the managerial performance evaluation of administrative and financial unit of institute with the globalization and cultural development.

Due to the frequency observed in Table (1-4) Chi - Square in perspective of managerial performance of administrative and financial unit of institute with the globalization and cultural development the weak relationship can be imagined to ensure the independence test to the existence of such relationship we run between the two groups (weak and strong), means Chi-square tests.

Table 4

Option 1	Observed	Expected	Amount of deviation	Chi-square result of a1	
Very weak	7	20,5	-13,5	Amount of Chi-Square (chi-square)	39,463
Weak	38	20,5	17,5		
High	31	20,5	10,5	Degrees of freedom	3
Very High	6	20,5	-14,5	Amount of error probability (asymp.sig)	0.000
Total	82				

Since the error percentage is less than 0.05 calculated as a result the null hypothesis is rejected so can be said with confidence of 0.95 percent, from the perspective of the sample population between performance of assistance of production of institute for Intellectual development and Globalization and cultural development of the there is a weak relationship, which means that the assistance has not had in performance much success.

It seems that there is no relationship between the performance evaluation of public relations management of institute with globalization and cultural development.

Due to the frequency observed in Table (1-5) Chi - Square in perspective of performance of public relations management of institute with globalization and cultural development the weak relationship can be imagined to ensure the independence test to the existence of such relationship we run between the two groups (weak and strong), means Chi-square tests.

Table 5

Option 1	Observed	Expected	Amount of deviation	Chi-square result of a1	
Very weak	6	20,5	-14,5	Amount of Chi-Square (chi-square)	34,390
Weak	37	20,5	16,5		
High	30	20,5	9,5	Degrees of freedom	3
Very High	9	20,5	-11,5	Amount of error probability (asyp.sig)	0,000
Total	82				

Since the error percentage is less than 0.05 calculated as a result the null hypothesis is rejected so can be said with confidence of 0.95 percent, from the perspective of the sample population between performance of assistance of production of institute for Intellectual development and Globalization and cultural development of the there is a weak relationship, which means that the assistance has not had in performance much success.

Hypothesis test

It seems that there is no relationship between the managerial performance evaluation of institute with the globalization and cultural development.

Table 6

Option 1	Observed	Expected	Amount of deviation	Chi-square result of a1	
Very weak	6	20,5	-14,5	Amount of Chi-Square (chi-square)	36,537
Weak	37	20,5	16,5		
High	31	20,5	10,5	Degrees of freedom	3
Very High	8	20,5	-12,5	Amount of error probability (asyp.sig)	000
Total	82				

Since the error percentage is less than 0.05 calculated as a result the null hypothesis is rejected so can be said with confidence of 0.95 percent, from the perspective of the sample population between performance of assistance of production of institute for Intellectual development and Globalization and cultural development of the there is a weak relationship, which means that the assistance has not had in performance much success.

Conclusion

Today, with the extent of human knowledge and human achievement of a high level of quality of life in some other countries a concept has been shaped in the world which is known as globalization and cultural development. In this paper, necessary amount of talk about these two paradigms is done also on how being of institute structure and role as a cultural structure in the social context enough has been said in the second chapter. According to literature on the subject and the results of the analysis of Chapter Four; we are going with analysis and data provide the required results and recommendations. According to the results of research and documentation available assumptions made in the study was confirmed.

The main hypothesis: it seems that there is a relationship between assessment of managerial performance due to globalization and cultural development at the institute.

Results

According to the results about confirming sub hypothesis that is derived from the main research topic there is a weak relationship between assessment of managerial performance due to globalization and cultural development in the institute and the institution had much success in this regard.

The results of the statistical analysis performed in this study, in fact, is a feedback from managers thoughts compared to their performance and other in management the structure of the Institute for Intellectual Development. It can be concluded from this issue that managers are informed and critical of their

performance, Outcomes and the effectiveness and efficiency of management actions in their unit and other areas on having these mechanisms that this could be brought as a considerable point in top management. In most questions due to obtained results a general deflection orientation of acceptance of these developments can be seen. Especially with examining two open questions in the questionnaire a passive attitude repeatedly is referred to.

It should be noted based on the results of this research related to the sub- Hypothesis review and evaluation of managerial performance in relation to globalization and cultural development the following results were obtained respectively. It is clear that these two paradigms will have inevitable consequences to the institute that among them we can mention the following.

We see the cultural consequences that area closed institute to an open center that will have two transfer functions of culture and cultural links. Naturally pervasive cultural changes will cause the expansion of the scope of measures that its implementation in relation to globalization and cultural development is obvious.

Institute achieves a relative knowledge to other areas of culture and cultural features of other nations, in these circumstances provides a choice for itself which lead to richness and cultural diversity of cultural products and services and creates a cultural coexistence.

Cultural diversity has made large volume of cultural products possible that has faced beneficiaries of it with area of diversity. It provides and permits a comparative advantage and choice for Institute. According to their cultural policies and needs of the audience and the performance of any of products and cultural elements in the development and promotion takes society culture step.

In the current era with communication technology development and exposure to information and communication technology three approaches are followed:

A. large number of cultural goods and products B- speed of transmission C- reduce costs and get the most of diversity of cultural categories.

The transformation of the educational system as the main platform of training, available human forces and cadres

Creating elitism and theorizing ground that with mass of information its context becomes prepared. Easy access to expansion of the creative mind and dynamic agents causes the opportunity Elitism in children and young adults for Institute as an organization.

Extent of space and cultural sphere that crisscrosses the borders and restrictions And becomes causes of provision of equal opportunity to all little cultures and cultural elements enables rising and stepping from a traditional space into a modern cultural scene in the area of children and adolescents.

It seems

Lack of specific objectives in relation to these two phenomena, poor financial management and necessary support in order to develop employment measures, not using the benefits of modern communication networks, lack of initiative and creativity among managers in the face of these two phenomena, the lack of access to information and knowledge needed to make and carry out decisions of the managers, the lack of optimal use of network communications and mass media, the absence or lack of interagency communication, lack of detailed plan pervasive in this regard, Passive approach and adopting this approach in the face of this process, a lack of credit and financial problems, Are among the issues evident in the evaluation of the respondents indicating their opinions in relation to these two phenomena in evaluating management.

It is suggested

Encouraging organizations to achieve a clear understanding of these two paradigms

Delegation of responsibility and accountability for the performance of managers with respect to these two phenomena

Developing the main goals and objectives of the relevant

Prioritize and set review sections for goals

Identification of success factors, weaknesses and challenges

More and deeper knowledge of national and international dimensions of globalization and cultural development in children and adolescents.

Effective and continuous participation in seminars, professional meetings, festivals, sports and cultural festivals at home and abroad

Training courses for senior managers and staff with respect to these two phenomena, and in accordance with the requirements of today
Publicize to inter-organizational interactions between managers of cultural institutions in this regard.
Expansion of Trans-boundary interactions between organizations, institutions, companies and domestic and foreign NGO.S in the area of children and adolescents.
More knowledge and communication technology managers and achievements of access to the virtual world.
Selection and appointment of qualified managers with more sensitivity and accuracy
Deconstruction and accepting the end of the traditional management
Promoting knowledge of managers of today's developments.
More attention to human resources as the main axis of the organization
Expanding education and development research organization
Participation of the policy-making elite cultural activities in the area of children and adolescents the national and international dimensions
Benefiting from scientific findings on planning and appointment of directors
Expansion of spaces for the exchange of information and experience
Exiting from the cultural and intellectual freezing of managers
Taking advantage of opportunities in technology development and organizational technology
Paving the way for transnational interactions for the benefit of openness and benefit of cultural and artistic influences.

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