

Strategies of Post-War Anomie's Overcoming in the Fields of Social Interactions and Business

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Type of manuscript: research paper

Abstract: *This paper presents the general strategies of the post-war anomie's overcoming in the fields of social interactions and business. The main purpose of the research is to study developmental features of the anomic behavior, and possible behavioral pathologies of people in business environment that can occur in post-war society. Investigation of this topic in the paper is carried out in the following logical sequence: at the initial stage of the research, an analysis of the main stages of the phenomenon of anomie in human life was carried out. Based on the analysis results, it is substantiated that a number of socio-psychological problems arise when social interactions are changed, and business environment is developed rapidly. This tendency is more visible in a post-war society. The aim of the research is the systematization of methodological approaches for implementations the psychological aid and work in mental correction and rehabilitation among people with anomic behavior, to prevent the deepening of the negative symptoms endangering emotional state and possible behavioral pathologies do not become deeper and endanger the whole society. The paper presents the results of an empirical analysis, which showed that the person with anomic behavior or marginal person falls into the psychological shock, which is characterized by the following aspects such as tensions caused by efforts to achieve the necessary psychological adaptation, emotion of loss and depreciation (friends, status, property and profession), feeling of rejection, violation of roles, role expectations, values, self-identification of emotions, existence of an unexpected alarm, hatred, disgust as a result of the realization of cultural differences and, finally, feeling of non-completeness due to failure to adapt to the new business environment. Based on the results of the study of various societies during the post-war period, the article identified strategies for overcoming social anomie in the spheres of social interactions and business. The main strategy types include unification strategy, professional specific orientations, disintegration of vital activities, retreat strategy, adventurism, anti-sublimation (humiliation behavior) and innovative strategy. The identification of strategic priorities for overcoming anomie, which are of practical meaning for productive business sphere management, should serve as the perspective directions for further research.*

Keywords: anomie, overcoming strategies, post-war society, social interaction, business environment, value orientations.

JEL Classification: A12, A13, E71, J28, Z13.

Received: 10 August 2022

Accepted: 11 September 2022

Published: 30 September 2022

Funding: The work was supported by the Science Committee of the Republic of Armenia, in the frames of the research project № 21T-5A311.

Publisher: Sumy State University

Cite as: Hakobyan, N., Dabaghyan, A., & Khachatryan, A. (2022). Strategies of Post-War Anomie's Overcoming in the Fields of Social Interactions and Business. *Business Ethics and Leadership*, 6(3), 105-112. [http://doi.org/10.21272/bel.6\(3\).105-112.2022](http://doi.org/10.21272/bel.6(3).105-112.2022).



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Introduction

The rapid development of the business environment, integration of world community, various social, national and international relations and other circumstances give rise to several socio-psychological problems which need to be found out and revealed, otherwise can arise both inter-personal and inner-individual conflicts threatening psychological health of many people. Especially these problems became more visible and deepening in post-war society. The field of our interests is a social-psychological phenomenon that arises in these conditions and is called socio-psychological anomie. It is an individual's boundary or marginal status in some business groups that act in the post-war period. The main aim of this research was to study developmental features of the anomic behavior, and possible behavioral pathologies of people in a business environment that can occur in post-war society. We have also tried to implement psychological aid and work in mental correction and rehabilitation among people with anomic behavior so that the negative symptoms endangering emotional state and possible behavioral pathologies do not become more profound and endanger the whole society.

Theoretical Basis

Three Major Stages. Although the life course of each person is strictly individual, it is useful to know this general scheme that facilitates the description of a person's life in anomic conditions (Murthy and Lakshminarayana, 2006; Vlassenroot, 2006; Stonequist, 1961). Thus, the phenomenon of anomie in a person's life is divided into three major stages: the development stage, the conscious perception stage of anomie phenomenon, overcoming stage. Let's take a closer look at them.

At the Development Stage, a person is still a child and ethnic conflicts or wars do not have a direct impact on his or her life. It is a protected childhood stage. The child has no internal conflicts yet and is not sensitive to external conflicts; even does not fully realize his racial or ethnic affiliation. In other words, he or she has no ethnic self-consciousness (Atoyan, 1993).

Conscious Perception Stage of Conflicts. At this stage, a person acquires racial and ethnic self-consciousness, one of the most important aspects of a person's self-consciousness, one of the personal concepts. This sub-system of self-consciousness wakes up in a person when he begins to understand that other people perceive him in a particular way because he belongs to a certain ethnic or racial group (or to both of them). A person's self-consciousness begins to grow stronger and clearer due to repeated experiences. Considering all this, researchers point out that at this second stage of his life course, a person becomes marginal in the ethno-psychological sense. He often begins to have a conflict during his work that sometimes becomes a crisis. It can change his habits and social attitudes, including socio-psychological change. At this stage, an individual has to rebuild his personality and find his place in a new post-war society as a new social position (Fromm, 1973).

At the Third Stage, the individual reaches either stable adaptability or becomes disadapted. Using different means, he tries to get adapted to the created situation (Hakobyan et al., 2022a). In the event of successful adaptation, he is in a state of understanding how his business can change in the post-war condition and leaves the marginal group. At this stage many of his actions are self-defensive. But in many cases, marginal persons with anomic behavior cannot get rid of this difficult state. They continue to realize their intermediate position and the achieved understanding becomes partial and unstable (Ensel and Lin, 1991). Adaptation is sometimes associated with needs and difficulties that a person cannot overcome. Such a tricky situation can even lead to mental disorders.

Different ways of internal adaptation or defensive behavior can be viewed as an overrun based on other resources and skills, which are especially important in a business environment (Coduras et al., 2016). Personal resources, in this case, have a secondary role. They can even be excluded from the overcoming process. In this case, psychological overcoming is not defined by purely personal qualities; they are presented simultaneously with adaptive social skills. The predominant use of protection mechanisms can lead to personalized integration, but in post-war conditions, when it is necessary to directly influence the individual's integration into the new business environment and adaptation skills, such mechanisms are

extremely useful and contribute to a person to “assemble by force” to invest himself in mature transformation resources (Hakobyan and Khachatryan, 2020b). We can also use the rationalization mechanism (in the form of self-justification), some types of aggression, etc. Such complexes can also be stable and used in new post-war situations (Allbeson and Gorrara, 2022). And when certain psychological mechanisms are born in a person as the regular tendency to use in business activity, we say that he or she has a behavioral strategy.

There are many methodological approaches to social interaction, which differently reveal the nature of the interaction and presents the socio-psychological manifestations of the person's identity (Carbonnier, 1998; Cohn and Duncanson, 2018; Giddens, 1991). Thus, G. Homan's theory puts the idea of exchanging the resources of interactions at the heart of any social interaction (Homans, 1958). J. Mead's interactions theory connects a person's behavior not only with the actions of those who interact with him, but also the attitude of intentions (Aksan et al., 2009). And the theory of Z. Freud's interpersonal interaction explains the peculiarities of the person's behavior at the values and expectations that have been appropriated during his childhood (Lothane, 1997). In the post-war period, the crisis in social interaction refers to all components of identity, especially civil, ethnocultural, gender, family, professional and age (Stein and Russett, 1980). For example, the uniqueness of the status of refugees as a result of the war is that they are no longer citizens of any country. If the person receives refugee status, he acquires certain rights that positively affect his future adaptation. And if there is no such status, certain anomic or marginal behavior strategies are beginning to develop. In such conditions, a person loses his self-confidence, and faith in people falls into self-esteem and ambition. Permanent distrust gives birth to many phobic sites and causes psychosomatic violations. The world and life seem meaningless. In other words, the person with anomic behavior or marginal person falls into the psychological shock, which is characterized by the following aspects:

- tensions caused by efforts to achieve the necessary psychological adaptation,
- emotion of loss and depreciation (friends, status, property and profession),
- feeling of rejection,
- violation of roles, role expectations, values, self-identification of emotions,
- existence of an unexpected alarm, hatred, disgust as a result of the realization of cultural differences,
- feeling of non-completeness due to failure to adapt to the new business environment (Hakobyan, and Khachatryan, 2020a).

Not all differences, contradictions, and conflicts may be the basis for the emergence of anomie. The post-war period itself does not cause anomic behavior. It refers to the differences and contradictions incompatible with the individual orientation, motivation, values, and needs and can create anxiety and alternative situations in social interactions (Slater et al., ed., 1993). An abundance of feelings necessarily accompanies anomic behavior. Appearing in a conflict situation, people start to have negative feelings, anger, fear, irritation, tension, dissatisfaction, etc. As a result, psychological conflict arises. During the psychological conflict, self-awareness is distorted, criticism and competitors (Obinger and Schmitt, 2018).

The following lines are characteristic of a person's anomic behavior in the post-war period:

- Interim of the status of people (individual, group), the marginalization of the status.
- Inclusion in the transition process in a business environment, during which the individual passes from one social group or one status to another.
- Dual adaptation. This is the case when an individual appears in two business environments at once.

Marginal status can be complementary or destructive. There is no contradiction between different positions in the event of a complementary status, but in case of destructive status arises, it leads to the deepening of anomic behavior (O'Driscoll, 2018).

Results

Studies on various societies during the post-war period have identified strategies for overcoming social anomie in social interactions and business.

UNIFICATION STRATEGY. If many people have the same marginal status in society, they can unite and form their community. But it is not always possible because such people usually do not sympathize with each other and are ashamed of being together. But if they succeed in creating such a group, its members try to provide a high social position in the new conditions of social interactions. There are similar diverse groups in many multinational countries of the world. For example, experts have described marginal people

living in the suburbs of the South African Union of Johannesburg originating from different native tribes that create a new culture (Lebogang and Mziwoxolo, 2015). This culture, generally formed at the end of World War II, is neither an Afra, nor a European one. Most of these people are mixed types of individuals since they are not accepted in the group as full-member individuals and have to create new ethnic groups (Diagram 1).

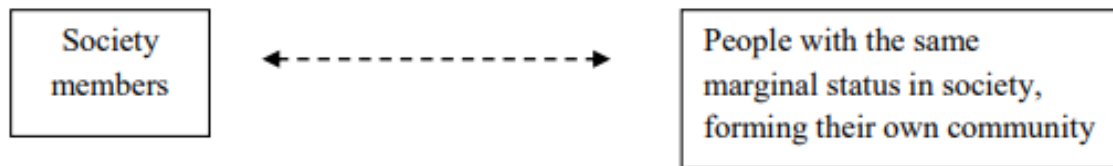


Diagram 1. Unification Strategy Model

Source: Compiled by the authors

PROFESSIONAL SPECIFIC ORIENTATIONS. The second strategy is that some people with marginal status use this unique position to acquire certain specializations. Knowledge of two languages and cultures helps them to do that. These people become translators, trade mediators and heads of specific work groups. Occasionally positions are created for such people. However, most of these positions are deadlocked. Their chances to go up on the social ladder are strictly limited. Often, these people are forced to flatter their superiors by convincing them that they can provide valuable services. Personal interests are becoming priorities in these people's lives. Though they often think that those marginals are leaders in their ethnic groups, but in reality, it is not so. Domineering ethnos sometimes skillfully use the services of this class of people (Diagram 2).

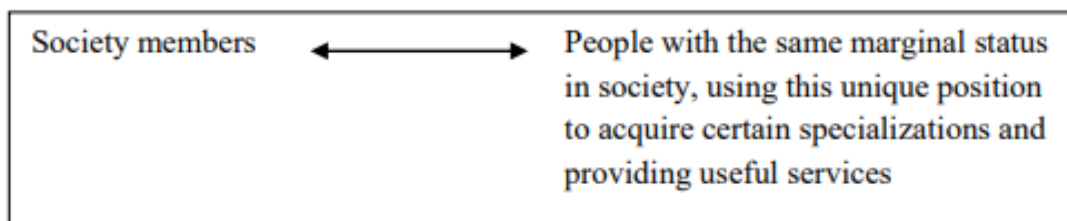


Diagram 2. Professional Specific Orientations Model

Source: Compiled by the authors

DISINTEGRATION OF VITAL ACTIVITIES. The following strategy is to divide life and activities into isolated "parts" or segments by marginal people. They become part of various social and ethnic groups and become different individuals. Generally, in societies with a complex ethnic structure, people often benefit from this strategy of organizing behavior as they often have to change their social role to another one. In different events and environments, they must meet different requirements. Difficulties and conflicts arise when they simultaneously deal with representatives of different social and ethnic worlds. But to avoid conflicts, they try to stay away from these situations by living "two or more lives" (Greenfield and Bruner, 1969). The behavior of such people has peculiarities: constraint, cautiousness, etc. They are always worried about not to say anything that will be inappropriate in place and time. Behavior shaping and building relations contribute to avoidance of conflicts, too. As you can see, it is a complex adaptive strategy that includes a set of adaptive mechanisms: isolation, formalization, several adaptations, etc. (Diagram 3).

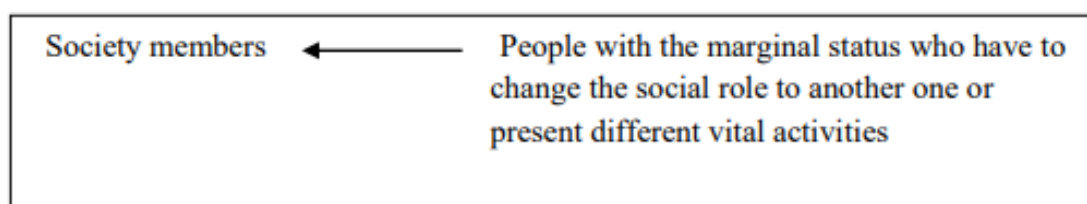


Diagram 3. Disintegration of Vital Activities Model

Source: Compiled by the authors

RETREAT STRATEGY. The following behavioral strategy characterizes a subgroup of people in marginal positions: after several occasions appearing in unpleasant situations, they retreat from such conflict situations. This strategy can take different forms. Retreating from a big and complex society, they sometimes isolate themselves into a small group performing only one limited role where they are presented with only one group of compatible expectations (Norris and Kaniasty, 1996). Another type of this strategy is the behavior of those marginal people who go through purely scientific work or join a religious community. Some even go to work where they do not need to communicate with other people (Diagram 4).

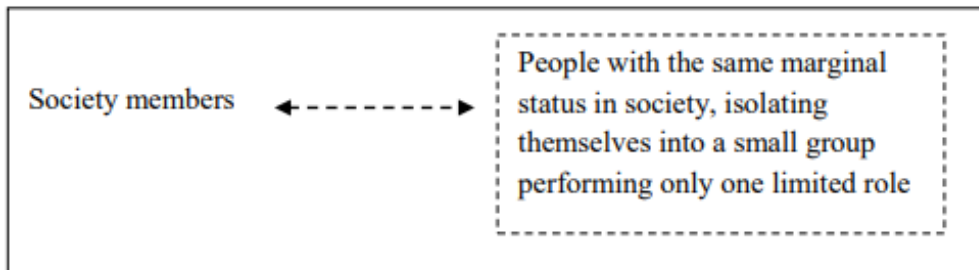


Diagram 4. Retreat Strategy Model

Source: Compiled by the authors

ADVENTURISM. Some marginal people make up a group of adventurers. These are non-formal groups or circles of writers, musicians, and other intellectuals. They often do not care about ethnic differences, including differences characterizing both warring sides. As their civil society denies them, they do not attach much importance to the possible loss of status that can lead to establishing contacts with those who are rejected and supporting their affairs (Diagram 5).

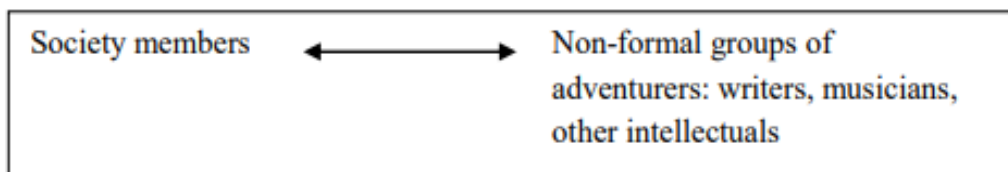


Diagram 5. Adventurism Strategy Model

Source: Compiled by the authors

ANTI-SUBLIMATION (HUMILIATION BEHAVIOR). One of the isolation strategies forms is constant drunkenness, drug addiction and psychosis. However, it would be more appropriate to consider all these phenomena as behavior humiliation (anti-sublimation). It is possible to identify a whole group of anti-sublimation strategies if we also observe evasion of responsibility in case of crimes and murder in a post-war society. People using these strategies cannot be combined with creators and adventurers, as their behavior and motivation is different (Crumbaugh, 1968). Here we also see pathological adaptation strategies, whose composition and complexes require special research in social and ethno-psychological areas (Diagram 6).

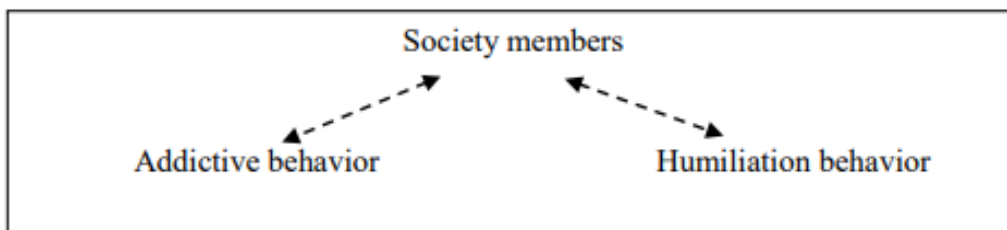


Diagram 6. Anti-Sublimation Strategy Model

Source: Compiled by the authors

INNOVATIVE (SUBLIMATION) STRATEGY. The innovation strategy is that in a post-war period, some marginalized people become creators and make innovations in different areas of human activities. We can call this a sublimation strategy (or exaltation strategy). Such people are often artists, writers, etc., living in multinational societies on the border of different ethnic cultures. They set noble and high goals, seeking

perfection and pursuing their realization with infinite dedication. These goals may involve establishing a new religion, creation of new areas in art and science (Stanley-Price, ed. 2005). These people have a very high level of ambition and becoming fanatics of their work. They make tremendous efforts to attain these goals. According to A. Hoeffler, fanatics are those who cannot create I-concept to satisfy themselves (Hoeffler et al., 2010). They reject values accepted in their group, resulting in their interpersonal relations having a long history of disorders. They accept certain indisputable values, match themselves to them and then sacrifice everything for the sake of these values. In this way they struggle for the sake of self-respect. It means that such intense activity, partly of neurotic aspiration character, is conditioned by the lack of self-satisfaction. The neurotic aspirations of these people are justified by the fact that after attaining success and becoming famous worldwide, they do not stop their energetic activity. Even after being accepted by the domineering group and succeeding, they still look for new areas for achievement. Such people are often unsuccessful and unhappy in their personal lives, though, thanks to their practical activities, they can make the lives of millions of people more meaningful (Kurtenbach and Rettberg, 2018) (Diagram 7).

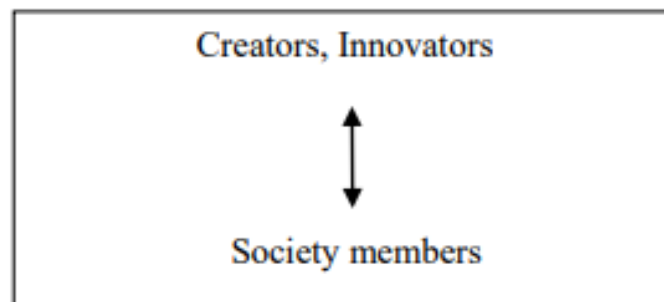


Diagram 7. Sublimation Strategy Model

Source: Compiled by the authors

Discussion

This explanation is very interesting. It is necessary to consider the mental peculiarities of genius and talent and the motivation of the creative work, which cannot be considered compensatory and defensive. One should note that marginal people (if they are refugees), indeed, consciously introduce elements of foreign culture into their national one, which is sometimes beneficial and activates the cultural life of the ethnos, but sometimes it can have harmful consequences. According to the nature of their investments, these people can be subdivided into subgroups. Such individuals, who based on their cultural heritage, deepen and develop it by raising it to a new level. These are the national geniuses and talents and a lot of things can be learned about the mentality and inner abilities of the given nation by studying them. Individuals who creatively combine the national and the borrowed make new combinations and get creative results. These people work in the universal fields of science and culture, physics, economics, biology, mathematics, psychology, philosophy, etc. Nevertheless, the choice of the marginal adaptive strategy is determined by the type of a person and the business environment in which it operates.

Conclusion

In the post-war period, the persons with anomic behavior appeared in a new business environment, the norms, traditions and values of which were not very close to them. In a new environment, they stand a problem with changing value orientations. This situation often occurs with the refugees who need to develop new forms of social interactions in the post-war period. Some aspects of the person's social identity (if the person is a refugee) are ridiculed by the locals. The consequence of that is that the refugee feels a stranger to his own. If connection with the former cultural environment is lost, the refugee cannot quickly master the new values and norms, and the person lives with inner trouble and frustration. It seems to him that he is "not in his place". In such a case, his emotional situation is characterized by dreams, sadness, empty, abandonment, and melancholic accents. In case of deepening such a situation, alienation from own business environment and other forms of social interactions can occur. He feels alienated in a new environment and he cannot be established according to his abilities. He comes to the idea that he need change anything. It is more difficult to change the professional identity. The point is that most of the city refugees are highly qualified specialists or have a specialty. Many of them are unable to work according to their profession. In this case, not only discrimination by locals is dangerous, but also the fact that there is simply no place to

work. Gender roles are also changing with the change in cultural identity (Hakobyan et al., 2022b). From a socio-psychological point of view, the following factors and features that shape and reveal the phenomenon of social anomie can be distinguished.

- Social anomie implies the existence of socio-cultural and psychological mobility. From the point of view of social psychology, it is essential for social and psychological mobility. It means that every social change in the post-war period does not automatically lead to psychological change and vice versa. Thus, a person can maintain his social status, stay in the same social or business environment, objectively join the given group, but subjectively (psychologically) lose the properties of the group or status. That is, remaining static, he changes psychologically.
- Social anomie involves a failure to adapt to post-war conditions, resulting in a person appearing in an unstable situation.
- Social anomie implies the presence of deviation and “abnormality”. It is often understood as a deviation from the norm, removal from the so-called official values, rules and templates. There are similarities and differences between the anomie and deviation: anomie expresses a person's attitude to the norms, values and rules of the social interactions and social system.
- Finally, anomie can result from a marginal person's internal mental state. At the same time, it can have a negative and positive (somewhere demonstrative) direction.

Acknowledgement and Research Funding. The work was supported by the Science Committee of the Republic of Armenia, in the frames of the research project № 21T-5A311.

Author Contributions: Conceptualization: Naira Hakobyan, Artak Dabaghyan, Anna Khachatryan; methodology: Naira Hakobyan, Atak Dabaghyan, Anna Khachatryan; validation: Naira Hakobyan, Artak Dabaghyan, Anna Khachatryan; formal analysis: Naira Hakobyan, Artak Dabaghyan, Anna Khachatryan; investigation: Naira Hakobyan, Anna Khachatryan; data curation: Naira Hakobyan, Anna Khachatryan; writing-original draft preparation: Naira Hakobyan, Anna Khachatryan; writing-review and editing: Naira Hakobyan, Anna Khachatryan; visualization: Naira Hakobyan, Anna Khachatryan; supervision: Naira Hakobyan, Anna Khachatryan; project administration: Naira Hakobyan, Anna Khachatryan.

Conflicts of Interest: Authors declare no conflict of interest.

Data Availability Statement: Not applicable.

Informed Consent Statement: Not applicable.

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