Research Article
Developing a New Dynamic Model for Cultural Waste Management

[1]Mitra Aftab Azari, [2]Mohsen Ghadami, [3]Morad Kordi and [4]Hamed Ahmadinia
[1]Information Technology Management Department, Islamic Azad University E-campus, Tehran, Iran
[2]Department of Management and Economic Faculity, Management and Economic Faculity, Urban
Management Department, Science and Research Branch of Tehran, Islamic Azad University, Tehran, Iran
[3]Department of Management and Economic Faculity, Urban Management Department, Shahrood Branch,
Islamic Azad University, Shahrood, Iran
[4]Accounting Department, Management and Accounting Faculty, Shahre E Ray Branch, Islamic Azad
University, Tehran, Iran

Abstract: As it stands, there is a dramatic increase on cultural management studies, although majorities of them are related to ecology, sociology, anthropology. In this case, the present study examined the most important factors in cultural development via cause-effect method. Consequently, the aim of this study is presenting a comprehensive model for cultural development management based on elite opinions. In order to build a community which has been developed based upon the perspective document "developed, moral-based, focused on religious democracy, social justice, legitimate freedoms, human rights and generosity, advance knowledge included, health, activity, responsibility, inspirational, a human being is selected who is the origin of all positive behavioral developments. In this respect, as it is almost impossible to predict the complex, ambiguous and somehow paradoxical behavior of a human being with linear planning, who is capable of playing many different roles in the chronological process, in this survey Vensim DSS is considered as the research software according to its dynamic features. The results focused on the first theory of order in Chaos entitled as Butterfly Effect, proves that it is possible to predict the effects of changes in the cultural development variable until 2025. In addition, according to the simulated model, cultural development is more sensitive than the production process as compared to distribution and consumption processes. However, it shouldn't be ignored the fact that the effect of creativity is institutionalized in the essence of model and according to theories of natural order and order in Chaos; the core of its changes is based on dynamism, development and innovation.

Keywords: Chaos theory, intellectual human, natural systems theory, simulation and non linear model, zero base models

INTRODUCTION

Culture and cultural development are one of the outstanding issues that many researchers have been studied on them. According to their importance and their effects on different aspects of societies and cultures, in this regards several researches have been done. In these studies different dimensions of them were studied such as: Cultural Management of Stigma and HIV/AIDS in a Nigerian Ethnic Group (Okemgbo et al., 2005), Conceptual Foundations of Cultural Management Research (Yeganeh and Zhan, 2006), Cross-cultural management by using six perspectives including the classical approach, the anthropological approach, the psychological approach, the stereotyping approach, the Knowledge Management (KM) approach and the systems thinking approach (Rodrigue, 2007), Assumptions, Evidence and Suggested Directions for

Cross Cultural Management Research (Gerhart, 2008), Political Cultural Ecology and the Study of Regions in Mexico (Puig, 2009), Cultural Management in The Second Half of The 20TH Centaury (Coleff, 2010), Examination of The Relationship Between Cultural Intelligence and Cross-Cultural Adjustment (Ramalu et al., 2010), investigation the dynamics involved in knowledge sharing in knowledge intensive heterogeneous teams (Martin et al., 2011) and finally a review on effect of culture, structure, technology and behavior on organizations (Rahmati et al., 2012).

This study investigated one of the important aspects of cultural development and its relationship with development. Cultural concept of development is supervising software and brain ware development of societies. Development means providing conditions and means for all members of society to enable them to

Corresponding Author: Hamed Ahmadinia, Accounting Department, Management and Accounting Faculty, Shahre E Ray Branch, Islamic Azad University, Tehran, Iran

actualize growth indices. Fundamentals of such definitions show that culture, as the core element in social changes, is of a great importance. In this context, cultural development is one of disputable topics mentioned by several social changes theories as the beginning point of social development and change. Regarding development in social changes theories, cultural development reflects its significance even more; because development means growth, progress and evolution in all dimensions of human being, meaning that development has something more than just material feature and spiritual indices of human being are a priority of this subject.

The aim of this study is considering moral and intellectual human dimensions as one of the essential components to reach cultural development. For this purpose, according to zero based theory induced by natural and living systems cycle, we consider three cycles of production, distribution and usage and then articulate the behavior of variables affecting human development in a non-linear and dynamic space and therefore remind system managers and regulators of their roles. Accordingly, the key question of researchers has been how cultural development management behaves and interacts in natural theory frame in a non-linear space through time.

In pursuant of this, the following goals are considered:

- To identify the concept, dimensions, components and indices, of cultural development based on natural systems.
- To design an appropriate model for cultural development based on the above mentioned dimensions and components.
- To provide managerial methods in order to reduce cultural damages and wastes in three phases of production, distribution and usage.
- To apply dynamic software for cultural decisions and policy making.

LITERATURE REVIEW

Chaos theory: In word, "chaos" means clutter and disorder; however, in theory, it means order in disorder and generally its origin is the cognition of the secrets of nature and creation. Its results lead to shift the direction of many sciences and scientific data and current technologies, thank to researchers' study and using computers and softwares. In this theory, nature is the one who creates or has created real patterns. In other words, chaos means turbulence and displacement of disorders in all scales. It is an energy set in the shape of small and smaller whirlpools and hurricanes unstably produced among bigger whirlpool and hurricanes (Gleick, 1988).

Senge believes that one must think of organization as a living thing and identify its unknown charisma as real behavioral example of systems repeating and reflecting different organizational behaviors and then resolve organizational problems within a systematic thought frame.

He defines this systematic thought as perceiving of structural complexity resulted by organizational variables and believes that managers' duty is to direct and change employees' attitude to achieve organizational goals in a correct manner.

If managers perceive "real samples for systems" and be able to understand inter-system and organizational relations, they will be able to make real change required to convert the organization to a conscious, teaching (instructive) and evolutional one (Stacey, 1992).

Natural systems theory: Biomimicry is a Greek word consisted of two words of "Bios" (meaning life) and "mimesis" (meaning mimic and simulate) and is based on this belief that the key of all of our problems, "as an earth traveler", is learning life process of plants, animals and nature (Benyus, 2008). "Bionic" is creative process of patterning and being inspired by various structures and systems of nature and living beings in order to create innovative ideas and plans to resolve human concerns (The Bionic Ear Institute, 2009). Bionic idea is based on this fact that evolution is continuously coming off in nature and life technologies are in the best status of order with each other; therefore it is essential to use evolutional status of life as a pattern for modern technologies.

Previous century was named as Mechanic Century and recent one was named as living being century. In general, Bionic, patterning, being inspired and creation all are creative solutions and innovative ideas of cosmos and living nature. Perceiving the logic of naturalism-based real systems leads to make innovative ideas to grow through creative tension and challenge; and in humanism, the logic behind comprehensive learning converts ideas into findings. The challenge of moving from industrial systems to natural systems (from linear to non-linear) and replacing learning under strict control instead of practice freedom, if managed in an incorrect way, can show growth as an impossible matter. For this reason, the managers of modern organization are like acrobats who must move on ever-changing strings, in bi-dimension models, while simultaneously manage future and present; otherwise they will destroy both themselves and their organization

(Thomas *et al.*, 2006). Hence, the ideas acquired of natural and human systems must lead to:

- Create a common sight for planning for advance.
- Crystallize and stably test mental models by constituting strategic forums in a large scale.
- Systematically think of re-arrange the pioneer forces of organizational growth (Jaworski and Scharmer, 2000).

Zero based model: The system of evolution in nature is in a way that always "wastes", as necessary and useful rings, empowers and supplements life-protecting cycles on the earth. This event is called feedback in formal science literature. Original nature never produces something deserving to be named "waste" as a negative term (Ward and Dubos, 1972). In natural systems there is no "waste"; therefore the perquisite of creativity is to perceive how living systems work. Whole reproduction of a natural system acts as input of the next system. Now, why organizational and human systems should follow nature logic? (Thomas *et al.*, 2006). All natural systems or any living system is consisted of three cycles of production, recycling and reproduction, while industry systems are consisted of a linear procedure of extraction, production, sale, usage and disposal i.e., to achieve resources, production and waste. Today, the most significant output and challenge of industrial production process is "wastes". The most important feature of natural systems is non-linearity. Multi-lateral and cyclic configuration of natural systems correspond the basics of continuous change and waste reduction is one of the fundamentals of any cycle which enable one to continue zero based waste planning (Means and Schneider, 2000).

In fact it is necessary to note that the origin of all restrictions is in natural system and whole cosmos. One shall be aware of this point which has root in nature reproduction process: "waste equals food" (Thomas *et al.*, 2006).

Intellectual capital: Century 21 is characterized by knowledge development and its effect in all organizational aspects (Bose, 2004). Today, knowledge is key source of economics and (may be the only) dominant source of comparative benefit (Drucker, 1995). Intellectual capital, by combining, applying, interacting, integrating and establishing balance between its 3 (human, structural and relational) components and also by managing knowledge flow between them, provides organizations with the best possible value. Although intellectual capital was originally developed as an analysis frame for articulating intellectual capital share in profit institutions, it will be appropriate for non-profit

institutions, too. The main objective of an intellectual capital approach is changing the attitude of people (Kong, 2007). In particular, every intellectual capital development strategy concentrates on asset maximization of assets and debit minimization. Expressing this strategy must be based on available information on sufficiencies, capabilities and evaluation of prospect needs. One may identify the range of sufficiencies development in order to provide prospect needs and design the strategy to establish learning and teaching (instructive) organizations according to the mentioned range. The most principal method for realization and interchange of intellectual capital management requires optimized combining of modern and living technologies by human resources management in order to integrate inter-organizational relations. The most important issue in establishing the concept of organizational resources in intellectual capital management, resulting in maximum return and organizational productivity, is divisional cohesion and continuity in work processes and systems. In modern and successful organizations, process continuity is significantly more important than the process and the structure, itself. Process cohesion begins from some principles such as organization, information and technology and its success and health depend on joining and making correlation between organization development strategy and the capabilities of employees and stable relations and interactions between these two. An appropriate composition of leadership incentive-making, managerial skill promotion and learning and cooperation culture cause intellectual capitals management to be effective (Ghadami, 2009).

Human components: According to human development reports, human development is the process of personal option extension, including but not limited to providing healthy and long life, education, desirable life standards, more options such as political freedom, guaranteed human right and self-honor. Human development has two sides: one relates to produce human capabilities, such as improvement in health, knowledge and skill; and the other relates to the ability of people in using these obtained skills to reach useful goals and opportunities, for example being active in political, social and cultural fields. All of these components constitute a more general index called "life quality" which may be measured according to the frequency of strength of such features in a society (UN, 1990). Emphasizing the concept " human choice extension" is a global approach to "better life" which on one hand focuses on making capacity instead of commodity and services and therefore guarantees human development; and on the other hand focuses on developing intellectual capacities along with material

capacities and finally introduces a dynamic horizon for making of social environment within human choices, brings out a dynamic identification for human evelopment procedure (UN, 1999). "Market effectiveness does not provide you with human equality, environmental continuity and security", Sakido Fokodapar, the manager of human report office of UN says. "Human activity is born where human protections exist", he added (Nazari, 2007).

RESEARCH METHODOLOGY

This study is a theoretical-applied research and its methodology, regarding subject and goals, is of cause and effect kind and its implementation is rather non-linear mathematical modeling. In execution, the research method is a combinational method, i.e., we use library methods to express different dimensions of the problem and to find a primary cognition and to compile a research theoretical frame. Applying some sources like literature and living entrances, we refer to previous

human choices and regarding the effect of capacity-studies and the theories of cultural and natural systems and make use of field research and questionnaire research methods to ask experts' idea. Also we took advantage of dynamic modeling and simulation to express the current status and to predict the future status and to analyze the gap between these two.

Had identified damages in the analysis tables, we derived variables, parameters and constants by using either qualitative or quantitative (ex. Dematel) group decision making method. According to the experiences of experts, cause-effect diagram was put forward and reference mode conduction (direction) was designed; then, a principal diagram (stock and flow) (Fig. 1) was drawn and subsequent to value-giving and simulating the method, variables behavior was articulated and reality-check was executed.

Finally, different scenarios and variables behavior were analyzed according to their respective sensitivities (Table 1).
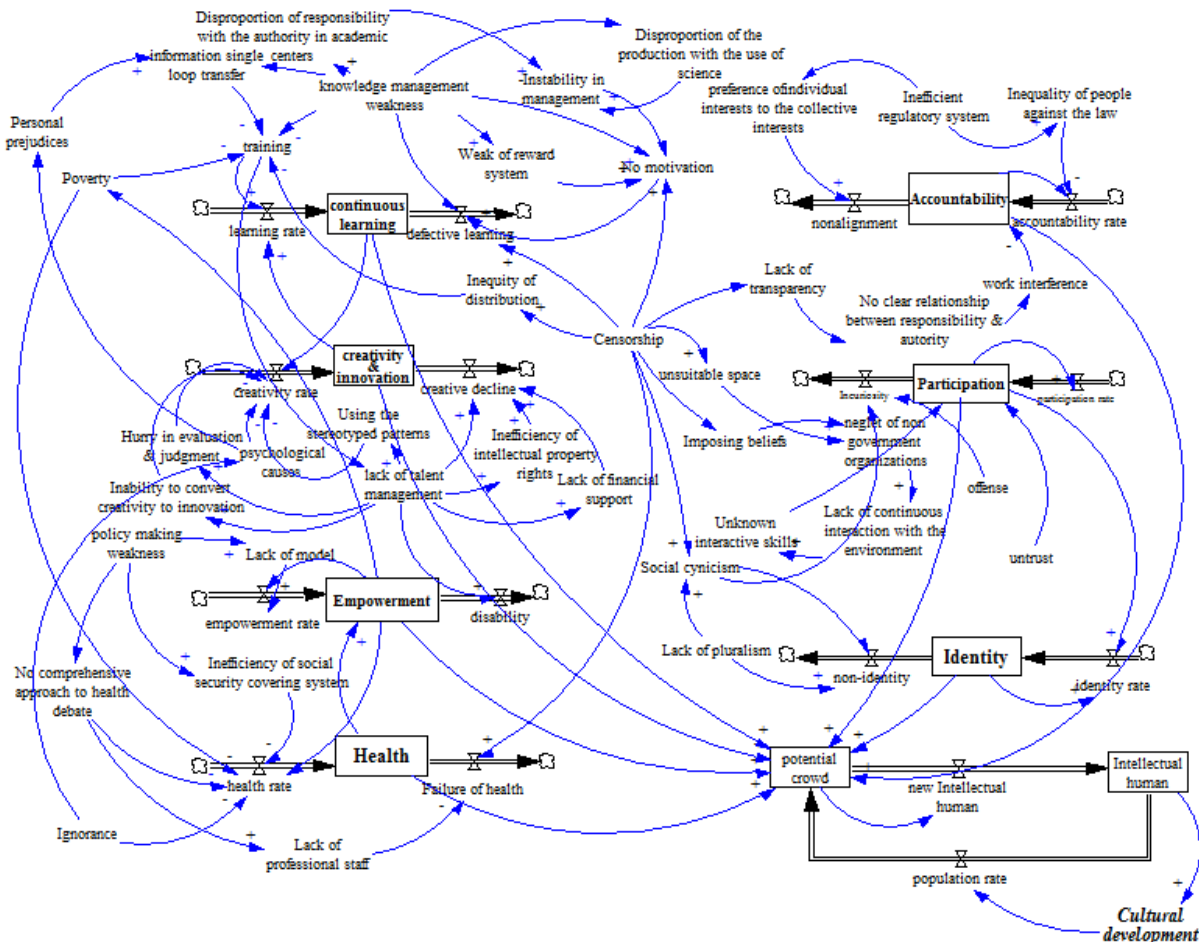

Fig. 1: Stock and flow diagram

Table 1: Dependent and independent variables of research

Dependent variable	The independent variable of human capital
Continuous learning	
Creativity and innovation	
Accountability	
Participation	
Identity	
Empowerment	
Health	

The majority of management researches performed up to now have been detail-focused and done from regression point of view. One can hardly find researches making use of non-linear point of view to plan the behaviors and phenomena in cultural development management. Therefore, according to the following reasons, this study deals with one of the most innovative and application subjects never had been studied before (at least in Iran):

- Dynamic analysis of the behaviors affecting cultural development
- Analysis of cultural parameters sensitivity
- Applying qualitative variables in dynamic non-linear space

N.B: The reliability of questionnaire was investigated by Cronbach's Alpha. The results are shown in Table 2 and 3 as follows:

- List wise deletion based on all variables in the procedure.

Non-linear model and simulation: According to Chatton's definition, simulation is the process of designing a model of a real system and performing tests by this model which, aiming to find the behavior of phenomena, describes some strategies for system operations. Simulated model is a designed capability or competence producing a powerful statistical solution and assuring the manager that an organization reaches its objective (Ferrin *et al.*, 2002). A simulated model represents a group of dynamic systems or phenomena which can show the issues of an organization before they change into problems. The principal goal of simulation model is to provide a basis for predicting the behavior of a system. In general, simulation is used when, because of complexity of concerning system, utilizing of analytical methods is not feasible. Therefore, simulation-based methods are put forward to study a system. Simulation provides a fair and useful mechanism to overcome uncertainty without restricting the concerning system. The behavior of a system is not constant through time, for the principal variables of the

Table 2: Case processing summary

		N	(%)
Cases	Valid	40	100
	Excluded	0	0
	Total	40	100

Table 3: Reliability statistics

Cronbach's alpha	N of items
0.861	20

system vary by time. To recognize the reason of such changes and control them, one shall use a dynamic model proportionate to the change. The behaviors and the decisions taken through one phase of a process, directly or indirectly, affects the other phases of a process and it is essential to identify these effects and their causes; An important matter acquirable through dynamic systems and simulation (Madachy and Tarbet, 2003).

Cultural wastes pathology: Every cultural change in a society, as the preamble of cultural development, firstly must be equipped with a conceptual model and an operation-making frame in which one can see human change and process change in an integrated and comprehensive form. Establishing a cultural change human management system in societies needs to apply live (dynamic) software in which new missions accomplish and perspective and strategy both get feasible by superposing current and ideal status and by analyzing the gap between them by use of the a modern bi-dimensional management model (simultaneous management of known and unknown) along with the best practical experiences. Management cultural change n generally begins either from the most significant strong point or the biggest problem. This kind of management needs behaviors change. Therefore, it concentrates on value-oriented human and follows these three continuous phases: " To change oneself", "To change others" and "To change society" by providing common literature, common intention and operationalization of cultural change management system. According to this base, the most important software to change cultural management is "learning" which is the essence of knowledge change, value-

Table 4: The pathology of cultural waste process based on natural systems theory (zero based waste)

Human dimensions	Production process	Distribution process	Usage process
Continuous learning	• Instability in management • Disproportion of responsibility and authorities in academic centers • Disproportion of production and application of science • Weak knowledge management	• Unilateral transfer of info • Inequitable distribution of opportunities • Censorship • Weak relationship between learning and reward system	• No motivation • Personal prejudices • Poverty
Creativity and innovation	• Using stereotypes patterns • Inefficiency of intellectual ownership right • Inefficiency to convert idea into sample (creativity into innovation) • Lack of capacity management	• Hurry in evaluation and judgment • Lack of financial support	• Personal and mental factors
Accountability	• Inequality in the eye of law • Inefficiency of supervising system • Parallel work (work interference)	• Lack of transparency • Censorship • No transparent relation between responsibility and authority	• Preference of individual interests to collective interests
Participation	• Inappropriate atmosphere • Inattention to extend public organizations • Unknown interactive skills • Distrust (prejudice)	• Censorship • Impose of beliefs • Preference of specific skills to interactive skills	• No motivation • Lack of continuous interaction with the environment
Identity	• Lack of pluralism	• Offense • Censorship	• Personal and mental factors • Social cynicism
Empowerment	• Lack of pattern and model • Weak policy making	• Inequitable distribution of opportunities • Lack of capacity management	• No motivation
Health	• Lack of a comprehensive theory on health • Censorship	• Inefficiency of social security coverage system • Lack of specialized staff	• Ignorance • Poverty

oriented and brings creativity, innovation, attunement and synergy. Because general limitations of probabilities and fluctuating conditions may represent the status of a development system and since managerial pattern resulted from cultural change management is rather a potential, qualitative and non-linear pattern-i.e., the components, in spite of being identifiable, never look like eachother and they cannot be recognized in detail- it is necessary and inevitable to use computer managerial simulation instead of especial predictions to identify cause-effect relations of phenomena and recognize qualitative patterns and principal behaviors because of the difference between them and real patterns and in practice , predict short-term behaviors. The present study, by recognizing qualitative patterns, tries to identify a limited part of cause-effect relations of the variables being effective in development procedure. On the other hand, since every cultural development requires pathology scanning, this pathology is presented as the categorization of the components affecting qualitative human in three phases of production, distribution and usage (Table 4). As some variables have been evaluated and considered by given hypothesis, clearly an approximate prediction of current and prospect status of cultural development has been provided. Therefore, one can predict cultural development behavior as a foundation for national development with a high level of confidence resting on modern management literature, model extensions and attaining from authorities some information on definite effective indices.

RESULTS

The results indicated that cultural development variable has gradual reduction of damage to the founder of all aspects of intellectual and spiritual man with will increase steeper downward spiral. In other words, slope upward movement augere, merely by near quantities of damage to zero researcher. This change in behavior has been done scenarios is visible. Variable affiliated with the development of cultural change of behavior participation variables, tune more sensitive and identity. The results are shown in Fig. 2 to 5.

Research schema: The researcher's proposed the model for cultural development based on zero based waste theory (Fig. 6):
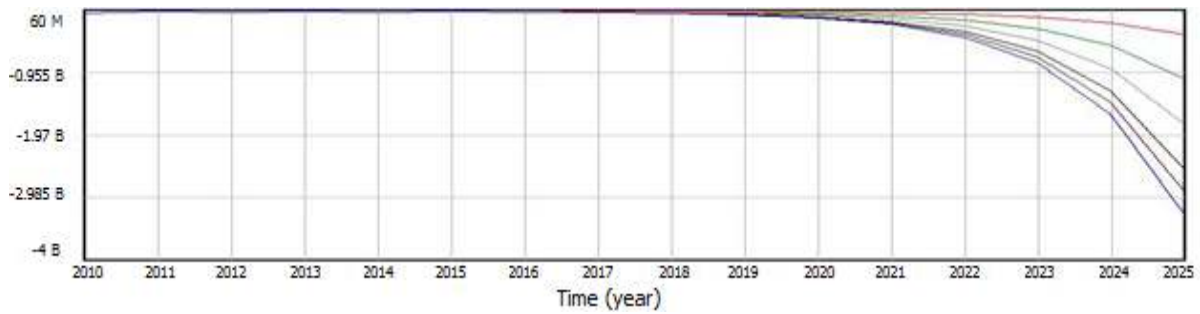
Fig. 2: Diagram of production process till 2025 (behavior change of dependent variable of cultural development in production process)
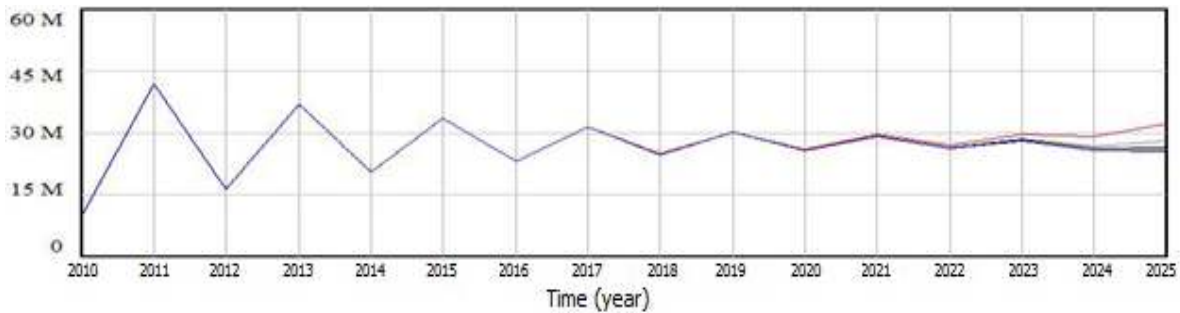

Fig. 3: Diagram of distribution process till 2025 (behavior change of dependent variable of cultural development in distribution process)
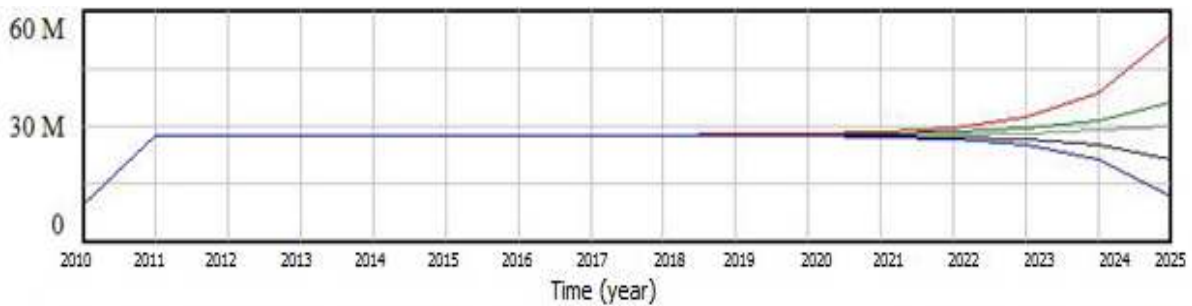

Fig. 4: Diagram of usage process till 2025 (behavior change of dependent variable of cultural development in usage process)
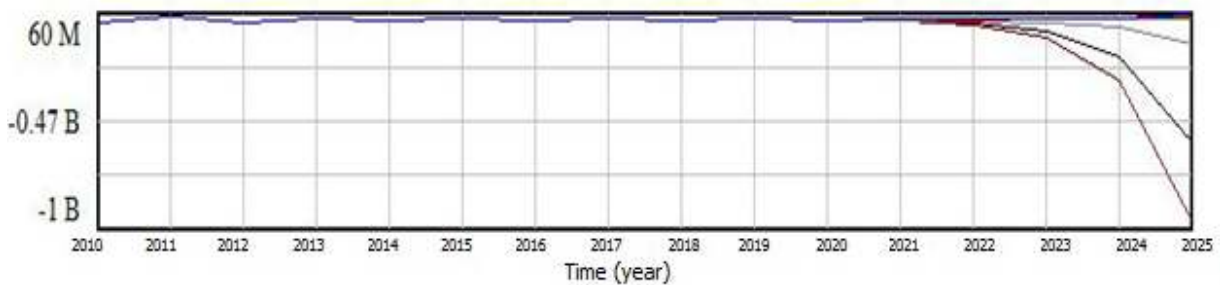

Fig. 5: Diagram of cumulative and incorporative process till 2025 (behavior change of dependent variable of cultural development in incorporated process)
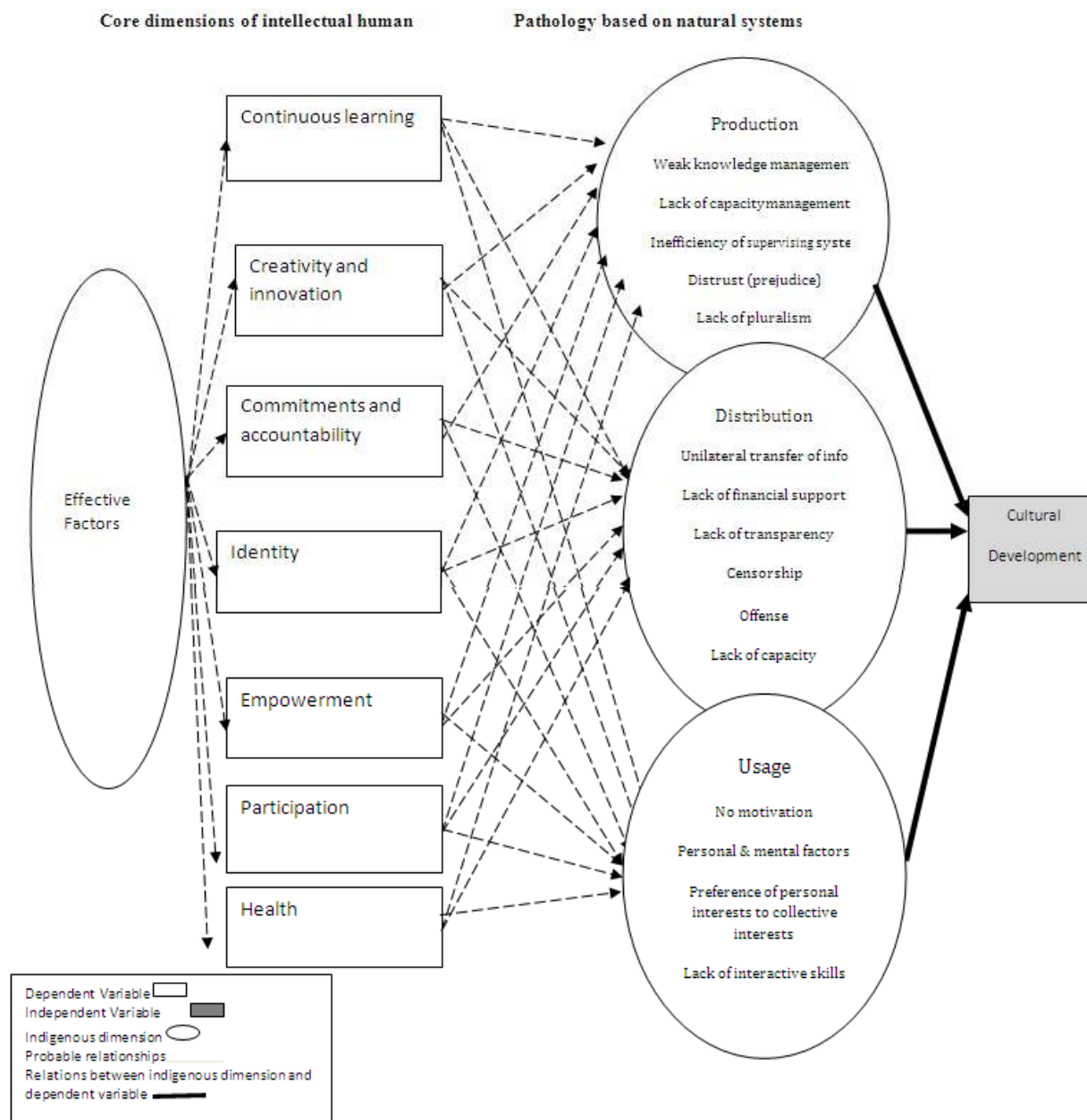
Core dimensions of intellectual human   Pathology based on natural systems

Fig. 6: Research-resulted models

CONCLUSION

Development represents a society transferring from traditional behaviors, way of thinking, health-concerning methods, education and production to modern behaviors (Stiglitz, 1998). Development deals with behaviors, optional and voluntary acts of human beings and social organizations and regulations established by them. The behaviors, optional and voluntary acts of human beings and their social regulations and patterns require enough motivation as well as intellectual, cultural and mental preparation of development authorities; and without such a preparation, there will be no tangible change. Therefore, cultural changes are of key sources of development. Cultural requisites of development include science-compatibility of culture, society disciplinability, respect to work, respect to equality of opportunities for all and belief in enjoying reasonable material life. Development must change traditional

inefficient social, political and cultural structure to direct a society to integrity, coherence and national participation and provides the society with a sound understanding of national identity and an open space enabling them to actualize their potential capabilities and capacities (Roche, 2002).

Cultural development not only relates to economical development, but also is a key condition for the motion of a society or a living organization without which the society fails to get compatible with outstanding technological advances inspired by natural systems theory. In order to perceive the new world and form it by new behaviors, human should be able know and balance his/her feelings and interact other people by the language of his/her era. Hence, it is necessary to serve this key condition of cultural development, by continuous learning and teaching (instructing). Prior to get compatible with their job, people must match continual changes; an ability which is never reached, unless by human and operational evolution but using certain processes, technologies for continual info transfer and establishing value systems such as learning, accountability, attunement and organizational commitments which revives cultural development. The problem of government rather than conforming human to the world, is conformed the world to human. Thinking of superiority of human over non-living things, subject over object and individual over money, is not an ideological slogan, but it is an inevitable result of society evolution. Therefore, the result of cultural development is an infrastructure for any other kind of development Girard and Gentil (1983). The goal of this brief description is to reach more definite and more objective aspects of human development manifestations in cultural, personal, intellectual and behavioral dimensions. Based on which UN has predicted in its human development plan, one can find the resultant of all the above-mentioned features in the dimensions: "conscious and learning, creative and innovative, committed and accountable, participative, having high national identity, empowered and healthy". By patterning natural systems and by using zero based wastes theory which knows living system including 3 cycles of production, recycling and restoring and refuses the existence of any waste , we separated the variables damaging the increasing procedure of the above dimensions and categorized them into 3 processes of production, distribution and usage. In order to control these cultural damages or wastes and leading them to zero, it is necessary to manage each process. In dynamic model, the sensitivity of subsidiary and fixed variables were analyzed by considering their cause-effect relations and the most sensitive one was identified. Considering the model, one can find that:

- In production process, the most important damages affecting on intellectual human dimensions are weak knowledge management, lack of capacity management, inefficiency of supervising system and distrust (prejudice), lack of pluralism, lack of a comprehensive theory on health and weak policy making.
- In distribution process, the most important damages affecting on intellectual human dimensions are unilateral transfer of information, censorship, lack of financial support, lack of transparency, lack of capacity management, inefficiency of social security coverage system and offense.
- In usage process, the most important damages affecting on intellectual human dimensions are lack of motivation (no motivation), personal and mental causes, preference of individual interests to collective interests, ignorance, social cynicism and lack of interactive skills.

In spite of being distinguishable, behaviors are never similar and it is impossible to exactly specify their details. As behaviors are rather qualitative than quantitative. In order to give a primary prediction, it is necessary to use non-linear planning and computer simulation to identify qualitative patterns and a behavior as a whole. In addition to managerial simulations, it is suggested to use self-organization, information interaction and therefore knowledge evolution and the relations of invaluable human resources, to optimally predict long term organizational behaviors. Past, present and future all affect each other and every operational index refers to a relation joining it to its prospect value. Therefore, the relation between past and present is a must for making future. Since the future of a changing system is completely unknown, such a system cannot move to a definite planned status. Hence, cultural managers and authorities shall make use of dynamic methods in their plans and decisions to predict different phenomena and evaluate their interactions. Our proposed model inspired of couple system in creation and binary principle being in chaos theory, is a bi-dimension system. Here the option of "both this and that" replaces either this or that", because this system is continuously faces positive and negative feedbacks and the result is an interaction between short term stability and long term instability whose limits must be exactly defined and controlled). In the present era, successful countries in cultural development are those being able to convert information into the knowledge of cultural value creation and exploiting this knowledge to make innovations to empower their cultural and national identities. Cultural diversification

and collection as well as executing pluralistic policies are the best innovation source in a dynamic culture. In a living system, value is obtained by innovation in a faster and better way Innovative thoughts ideas and their conversion into success is a continual challenge which shall be dealt with seriously by cultural authorities and by use of a pluralistic approach and bi-dimensional management. Logic of natural and living systems is as follows: "nature has no waste and every product of a natural system is useful for another one". In other words, whole reproduction volume of a natural system is an input for the next system. As every living system consisted of 3 cycles of production, recycling and revival (restoring), patterning it in collection process and performing cultural, political, economical and social policies are essential and significantly reduce cultural damages. Therefore, cultural development needs profound recognition of damages to different dimensions and indices of intellectual and moral human, the ability to distinguish and separate them in 3 phases of production, distribution and usage and correct management to remove damages.

Limitations of research: Basis for any research is data that researchers collected and analyzed them in his research. Obviously, if much more transparent and complete information has been available, the results of the investigation will be more creditable. In this research, we had some limitation of research as follow:

- We did not consider changes in macroeconomic conditions, political and social changes over the years of studied.
- Due to limited statistical community to opinion of a few selected experts, distributions of results to other cultural and economical units should be done with caution.

RECOMMENDATIONS

- As development is originally a cultural subject, structural frame of current dynamic organizations shall be established around knowledge and based on learning behavior and continuous interaction enabling one to provide new behavior patterns and increase productivity by knowledge transfer.
- As empowerment increases self-honor, it is needed to make an atmosphere in which people feel free, respected, motive and authorized so that values like honesty, truth, originality, trust and confidence be at the highest position.
  As "value" is the new worth source, being generated by human capitals and knowledge and

people and nations are new owners of this value and since globalization as well as rapid ad comprehensive advancement of communication network has simplified cultural Interaction-A matter leading to change the proportion of supply comparing to demand- at the present time, cultural needs are rich sources of value. Accordingly, paying attention to cultural needs of people and recognizing local cultures along with continuous creativity and innovation which leads to introduce their customs, traditions, norms and potential cultural values, is one of the most important priorities of an advanced, dynamic and effective in order to reach cultural development. Therefore, "to create value", "to reach value" and "its continuity" is the most significant point shall be applied by cultural managers in a pluralistic point of view accompanied by respecting micro-cultures and providing a space for sharing different nationalities in large-scale decision making. Identifying sensitive points and appropriate cultural bases and by using other characteristics of natural system (chaos), policy makers may use minor changes and suitable moves to cause great evolutions and changes in functions and the results appropriate to environmental necessities and internal capacities.

- Three dimensions of "naturalism", "rationalism" and "humanism" as well as their continuous effects on each other constitute core viewpoints of the 3rd millennium. Rationalism means to rely on reasoning which affects all of its aspects such as rational thinking, planning and decision making. Naturalism origins from internal sense of every human as a part of creation. Perceiving the logic behind real systems based on naturalism leads to generate innovative ideas. Therefore, recognizing the above-mentioned dimensions, joint applying and the art of making three-dimensional relation must be an integral and inevitable responsibility of the authorities regulating micro and macro policy making systems to reach short and long term goals.
- Participation, as a social and civil self-instructing process, is a human right and a perquisite of development. Therefore, making confidence and extending critique space in society is essential to increase participation sense.

The most important duty of cultural organizations and institutions has to be publishing new data and applying them in managerial systems of new world, applying capacity management principles and avoiding out of date prescriptions and stereotype patterns and providing participation fields and applying full organizational power and expertise and having an accountable staff to bring to effect and evaluate new findings and phenomena. Certainly, observing the

above principles by cultural managers and policy makers accelerates cultural development procedure in country.

Other suggestions: As this research is a novel and widespread study, the researcher has faced many problems and limitations, including scarce number of management theorists being expert in fundamentals of 3rd millennium management, financial problems, time limitations in learning, translating and difficulties in applying softwares, difficulties in planning evaluation model and writing mathematical formulation. While performing the present research, the researchers observed more indices based on independent variables which can be applied as new theoretical subjects to execute supplementary researches:

- "Moral human and cultural human" coexistence pattern is the result of a beautiful and appropriate assimilation which is the base of brain ware, software and hardware integration of knowledge-centered systems and culture leading to development and growth.
- According to tremendous effects of financial crises on almost all the units in society (Ahmadinia *et al.*, 2011), It is suggested that in future studies researchers consider the effect of this significant factor on cultural waste management.
- Articulating dimensional damages (production, distribution and usage) to other dimensions of cultural development such as cultural economy, technology, diplomacy and etc.
- Based on importance of level of controlling in any organization, which is mentioned by Mollania *et al.* (2011), it is suggested that subsequent studies consider these factors in the future modeling. Furthermore, according to Rahmati *et al.* (2012), the effects of technology and behavior should be considered in the succeeding investigations.
- Collecting modern bi-dimensional management systems assimilating cultural dimensions.

REFERENCES

Ahmadinia, H., J. Afrasiabishani and R. Daghani, 2011. Management in Financial Crisis, Causes and Solutions. International Conference on Management, Innovation and Entrepreneurship, February, Retrieved from: http:// ssrn. com/ abstract = 1970894, (Accessed on: February 17, 2011).

Benyus, J.M., 2008. A Good Place to Settle: Biomimicry, Biophila and the Return to Nature's Inspiration to Architecture. In: Kellert, S.R., J. Heerwagen and M. Mador (Eds.), Biophilic Design: The Theory, Science and Practice of Bringing Buildings to Life. Wiley, Hoboken, N.J.

Bose, R., 2004. Knowledge management metrics. Ind. Manage. Data Syst., 104(6): 457-468.

Coleff, D., 2010. Cultural management in the second half of the 20th century. Revista de Administraţie Publică şi Politici Soc., 1(4): 43-48.

Drucker, P.F., 1995. Managing in a Time of Great Change. Truman Talley Books/Dutton, New York.

Ferrin, D.M., D. Mothler and M.J. Muthler, 2002. Six sigma and simulation, so what"s the correlation? Proceeding of the 2002 Winter Simulation Conference, Manchester, pp: 1439-43.

Gerhart, B., 2008. Cross cultural management research assumptions, evidence and suggested directions. Int. J. Cross Cultural Manage., 8(3): 259-274.

Ghadami, M., 2009. Developing new model for increasing efficincy in organizations based on change management theory. Ph.D. Thesis, in Public Finance Entited Management and Economic Facility, Public Finance Department, Science and Research Branch of Tehran, Islamic Azad University, Tehran, Iran.

Girard, A. and G. Gentil, 1983. Cultural Development: Experiences and Policies. Unesco.

Gleick, J., 1988. Chaos: Making a New Science. Pulitzer Prize Nominee for General Nonfiction, Penguin, pp: 368, ISBN: 0140092501.

Jaworski, J. and O. Scharmer, 2000. Leadership in the New Economy: Sensing and Actualizing Emerging Future. Retrieved from: www. Sololine.org/ Resources/ working- papers. html.

Kong, E., 2007. The Strategic importance of intellectual capital in the non-profit sector. J. Intell. Cap., 8(4): 721-731.

Madachy, R. and D. Tarbet, 2003. Initial experiences in software process modeling. Softw. Qual. Profess., 2(3): 15-27.

Martin, F., A.S. Sonja and K. Sebastian, 2011. Knowledge sharing in new organizational entities: The impact of hierarchy, organizational context, micro-politics and suspicion. Cross Cult. Manage. Int. J., 18(1): 71-86.

Means, G. and D. Schneider, 2000. Meta-Capitalism: The E-Business Revolution and the Design of 21st-Century Companies and Markets. John Wiley and Sons, New York Publisher, New York.

Mollania, J.H., R. Daghani and H. Ahmadinia, 2011. To influence the level of control in the organizing the operation of organization. Behbood Ravesh, 6: 15-25.

Nazari, M., 2007. Human enrichment. J. Mardom Salari, (2032).

Okemgbo, C., C. Moughalu and C. Odimegwu, 2005. Cultural management of stigma and HIV/AIDS in a Nigerian ethnic group. From 2005 International Meeting of the Institute of Human Virology Baltimore, 29 August-2 September 2005, USA, pp: 73.

Puig, A.F., 2009. Political cultural ecology and the study of regions in mexico. Revista de Dialectologíay Tradiciones Populares, 64(1): 167-176.

Rahmati, V., S. Darouian and H. Ahmadinia, 2012. A review on effect of culture, structure, technology and behavior on organizations. Aust. J. Basic Appl. Sci., 6(3): 128-135.

Ramalu, S.S., R.C. Rose, N. Kumar and J. Uli, 2010. Doing business in global arena: An examination of the relationship between cultural intelligence and cross-cultural adjustment. Asian Acad. Manage. J., 15(1): 79-97.

Roche, M., 2002. Citizenship, social theory and social change. Theory Soc., 16(3): 363-399.

Rodrigue, F., 2007. Cross-cultural management: Six perspectives. Cross Cultural Manage. Int. J., 14(2): 125-135.

Stacey, R.D., 1992. Managing the Unknowable: Strategic Boundaries between Order and Chaos in Organizations (Jossey-Bass Management). ISBN-10: 1555424635 | ISBN-13: 978-1555424633.

Stiglitz, J.E., 1998. Towards a New Paradigm for Development: Strategies, Policies and Processes. The 1998 Prebisch Lecture at UNCTAD, Geneva October 19.

The Bionic Ear Institute, 2009. Epilepsy Research within the Bionic Ear Institute. Spring Newsletter.

Thomas, H.D., L. Marius and C.V. Sven, 2006. Strategic Management in the Innovation Economy: Strategic Approaches and Tools for Dynamic Innovation Capabilities. John Wiley and Sons, Erlangen, pp: 441.

UN, 1990. Human Development Report 1990. Published for the United Nations. Development Programme (UNDP). Oxford University Press, Oxford, New York.

UN, 1999. Human Development Report 1999. Published for the United Nations Development Programme (UNDP). Oxford University Press, Oxford, New York.

Ward, B. and R. Dubos, 1972. Only one earth: The care and maintenance of a small planet. UN Stockholm Conference on the Human Environment.

Yeganeh, H. and S. Zhan, 2006. Conceptual foundations of cultural management research. Int. J. Cross Cultural Manage., 6(3): 361-376.