

MANAGERIAL APPROACH OF LIFE THROUGH THE VALUE CONCEPT IN PAUL BRAN PROFESSOR'S VISION

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ABSTRACT

Economy and nature are interacting through a complex web of mechanisms and processes that are little explored. The paper picks up Professor Paul Bran's outstanding vision on the concept of value and discusses its economic implications. This vision and managerial approach attempts to integrate nature's value in decision making by using the principles of thermodynamic and the concept of entropy. It results that economics is shortcoming in integrating nature's contribution to value creation and that this could be overcome by setting up a system of indicators that measures the level of order and disorder in economy.

KEYWORDS: *value, entropy, economics, management*

Since ancient times, man has asked questions, tried to give answers - on its very existence. Man was concerned by the meaning of life, both in relation to biological, but also related to other sciences (philosophy, physics, chemistry, religion, etc.). One of the concerns of Professor Paul Bran, a man embedded in social, economic, and spiritual life, a good connoisseur of philosophy, history, literature, with a large volume of information, tried to see beyond its strictly working role, to understand the biological diversity beyond the economic field, his working field, seeking to explain not only to the students but also others in a suitable language a number of related problems, inaccessible to the commoner. By a disconnected style, suggestive, full of warmth, poetry using metaphor, paradox, punctuated with traps, where the deep analysis of key issues, the statistical nature of the law of value, the law of entropy, the laws of physics, arising from tendency to order and prevent clutter, to understand evolution in biology, for understanding the evolution of geo-systems, the process of thinking, ethics, to get over any controversy, with modesty and caution, Paul Bran succeeds the amazing performance in the works *Fascinația valorii*, *Economica valorii* to give an overview of the books pages, unifying over the theory of knowledge and philosophy of value. It may be that many may not agree with some design ideas of Professor Paul Bran. But we must recognize that he succeeds to capture the truly fundamental issues and the position after to analyze the phenomenon of value when we want to dimension management by value.

What these issues are fundamental: statistical nature of laws, of the global, regional and local processes. Of course things are complicated, the number of processes that compete simultaneously in the living world, but accepting the principle of intelligibility of the world (the possibility of her knowledge), scientists are still optimistic. The arguments given so far by the complexity of the sciences are about to resolve the apparent paradox created by the "order - disorder", the laws "of physics or order of order" - are dynamic, making use of quantum laws.

More complicated, said Paul Bran, are the things when we get at the philosophy stage and we try to explain the economical processes. Quality, processing and transmitting information to the cerebral cortex does not contradict the second law of thermodynamics (Bran and Ioan, 2004), which expresses the link between entropy and the probability of a process to take place (or to measure the degree of order - disorder) but on the contrary, the regulation and for explaining the mechanisms of value. The key issue is to explain the mechanism of value. Professor Paul Bran seeks to explain all the complex issues of life, starting from the laws of physics and linking activity of neurons, of the organism, using extensive information about science values related to other horizons of knowledge and understanding of value management approach after a clear position of the relationship between individual, collective, universal knowledge, etc.

Paul Bran proposes gradual the ideality of the time, the Kantian space, refers first to the relativity of time and space that appear closely linked. In reality, when we try to justify the theory of the geo-system of life (Bran and Ioan, 2004), space, time, matter, "spirit" are forms of existence in general, indissoluble connected to each other, with objective character on the one hand, and on the other they can retain their relative independence and character. Many more problems can materialize order, disorder and entropy.

"No body can do spirit to think or the spirit body to move, rest, or something else (if there is anything else)." (Spinoza, 1980).

Such an interesting description of the mechanism of life, of the mechanism of value, can not provide detailed information about their operation. From the analysis of the books *Fascinția valorii* and *Economica valorii* and also of the manuscript *Managementul prin valoarea*, resulting in the conception of Professor Paul Bran, that all living matter though it does not elucidate a number of laws of physics involves "a different order based on order", being a thinking open very subtle line. In his view life is conceived as a logic and ordered matter behavior not based exclusively on its tendency to move from order to disorder, but part of the existing order is maintained. Not being physicians we find it hard to believe that laws of physics must be based on material tends to pass in disorder. Living matter avoids the fall in the equilibrium state. What is the characteristic feature of life? Life is full of questions. Some are trivial, others more serious - good health, financial stability, policyholder service, a happy family and a sustainable future. When we say that a piece of matter is alive? When there is a substance exchange in the environment. Sometimes they reach a state where it no longer carries any observable event. This state is the "maximum entropy" (a thermodynamic equilibrium). This state is reached very quickly (an absolutely balance), the true maximum entropy. It quoted Ilya Prigogine in the systems theory. The equilibrium is reached very slowly. The organism feeds with negative entropy. In the metabolism the body manages to escape the entropy that can not produce as long as one lives.

What is the entropy? As stated Paul Bran "I will demonstrate that there isn't a vague idea or concept, but a measurable physical quantity. More importantly for us here is her relationship with the statistical concept of order and disorder, an elucidated link by the

investigations of Boltzmann and Gibbs in physics static. It is a quantitative relationship, accurate, expressed by $Entropy = K \log D$, where K is Boltzmann constant ($3.2983 \cdot 10^{-24}$ calories / ° C) and D is a quantitative measure of disorder of atoms in the body x".

Any dose of heat increases the disorder of the thermal motion (Bran and Ioan, 2004), increases D and thus increases the entropy. The organism feeds with "negative entropy". Attracting this on it justifies the compensating of the entropy increase that it produces by living and maintaining a level of stationary and sufficiently low entropy. If D is a measure of disorder, its inverse, $1 / D$, can be considered a direct measure of order. "Because the lg of $1 / D$ is $-\log D$, the Boltzmann's equation can be written as:

$$-(entropy) = K * \log(1/D)$$

Entropy with a negative sign is a measure of order. Thus, the mechanism by which remains stationary at a fairly high level of ordering (= low level of entropy) is "the absorption" continuous of the order of his environment.

The order encountered in the conduct of life comes from a particular source. First, through a static mechanism, which produces "order from disorder" and a new mechanism that produces "order of order" (Bran, 2001).

We can not separate the two quite different mechanisms to generate the same law. We can not believe that you can open with our key also the neighbor's door. We must be prepared to discover new laws. We remind of the article of Max Planck's "static type and dynamic type of law" which showed in what way a static type of law controls the large-scale events (e.g. the movement of the planets, the movement of a clock). It seems that the new principle stated by Paul Bran, the principle of order in order, is the real key for the true understanding of life which is based on the clock mechanism under the article of Planck. There is a point of similarity between the body and the clock mechanism. The chromosomes, the hereditary substance in the body are distributed very curious, while the clock wheels are made by man. Is there an arithmetic paradox a unit of the spirit?

In the conception of Paul Bran we do not meet anywhere in the world's scientific image our ego in thinking, perceptive and sensitive, which can easily be indicated by the words "he is the picture of the world. The world is one. "My world is the same as yours? The world is very different from what we perceive. Man must prove his management values, sensitive and perceptive capabilities, which can be applied to society, justifying the intellectual level applied.

Scientific theories about life, entropy, value are based on the general observations and the scientific connections released. The hope to deepen the concepts of Professor Paul Bran on life, value mechanism, the action of the law of entropy, the law of value, many will understand the meaning of spiritual, material life, and also the economic, environmental mechanisms, that must be studied more carefully considering the vulnerabilities and changes we are being exposed at the beginning of the 3rd Millennium.

References

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