

*Short Reports***MANAGEMENTOLOGY, A NEW CONCEPT, SCIENCE, AND DISCIPLINE**

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We have suggested this very name for this concept – *managementology* – because the number of types of management grows annually, new kinds of management arise, and studying the whole complex of this multiplicity becomes important. Knowledge of causes of their emergence with a proper theoretic grounding, possession of scientific basics with corresponding concepts and methodology actualize such mastering.

Managementology as a new science implies a complex of management types as an object of study, and their theoretic and methodic ideas that ground on methodical basis of general management theory as a subject. It must be taught properly in order to train specialists who have actual knowledge and skills for social-economic and organization-management practice.

Therefore, the suggested educational discipline «Basics of managementology» is considered not only as an urgent, but also as a useful one if the received knowledge is applied in practice. It requires competence in accounting, selection, combination, ranging, or even combining management types in order to achieve goals of a particular organization. It required knowledge of all management types with all their peculiarities in their complexity.

We think that such science must consider the fact that we all witness implementation of management practice in terms of material-virtual business environment. The existing and emerging numerous types of management draw our attention to conditions of «traditional» economy with its material resources (earth, labour, capital, substance, energy) and doesn't consider conditions of virtual environment with its non-material (intellectual) resources. We introduce a special type of management – *infocom-management* – for conditions of virtual environment. It has its own theoretic-methodical ideas and concepts of managing an organization, staff, that operates in terms of indirect communication and using means and channels of telecommunications along with such non-material resources as knowledge, ideas, concepts, intellectual capital, types of intellectual property, know-how, schemes of their commercialization, schemes of communication, their digitalization, etc. information here is considered as a recourse, and relevant knowledge, that is needed to make decisions, forms during its interpretation. The knowledge itself is considered as a prior recourse and is also studied as a factor

and a potential, as well as an active and a product that forms income [1].

In order to provide effective, though «distant» tele-impacts, tele-interactions, and forms of tele-collaboration, infocom-management widely implements information, computer, telecommunication systems, networks, means, and technologies with corresponding programme products (XT). For this reason virtual component of the studied system is called *infocom environment* (X) [2]. An adequate infocom-management can be considered as a certain premise for grounded emergence and formation of managementology in terms of modern material-virtual business-environment.

Considering such environment managementology must:

- Study theoretic-methodologic basics and methodic regulations of each of management types considering their part in the whole complex;
- Make corresponding theoretic generalizations;
- Reveal trends and possible ways of further diversification of management;
- Define prospects of management development in terms of modern environment, people's life, organizations;
- Enrich methodology and theory of general management with «particular» methodologic instruments and concepts.

Let us underline that the object of study for managementology is not only investigation of management types' «specialization» and their complex mutual dependence, but also integration of knowledge, received in them, in order to find new approaches, methods, concepts, principles, legislations, and laws of management and its trends to develop. Besides, the existing methodologic aspects of each of management types should be studied in terms of methodology of general management, so it can be enriched with new results that are received in different types of management. Managementology should also consider the fact that now diversification of management keeps «high temper», considering material and virtual components of the studied life environment.

From original sources we know that 80 types of management were revealed in 1994, and by 2006 this number came to 300 [2]. According to our evaluations, there are about 400 of them now. Today we can name types of management that are relatively well studied in both theoretic-methodological and conceptual-technical aspect, but it refers far not to all types of management. It could provide for revelation of trends in development of management and ways of its further diversification on scientific basis, and then the whole complex of management types could be studied as a complex of correspond-

ing theories with its diversity of shades in methodological tools of management.

Thus, managementology is supposed to:

- Show the necessity to use methodology of general management for each management type while forming and designing it theory;
- Reveal specific theoretic-methodological correspondence with the theory of general management, its laws and principles, functions and methods, mechanism and technology for each type of management;
- Define prospects for development of types of management according to the theory of management types;
- Provide complex integration of knowledge in management types to define ways of further diversification of management.

Therefore, theoretic-methodological and methodical concepts and methodic ideas of each of management types and knowledge, received in them, as well as integration of this knowledge in their relation and synthesis is important for enrichment in theoretic, methodological «arsenal» of the theory of general management that provides for its development.

Besides, concepts of infocom-management theory form the position of managementology has a great interest for us while studying aspects of all management types in terms of intensively-developing virtual business-environment. Here each of management types should consider the system of conceptual principles of infocom-management, its system-network approach, and also infocom mechanism and typical characteristics of management in terms of X [1, 3], including aspects of *infocom culture* [4].

That is why we study basics of infocom-management as a premise of managementology formation as a concept, science, academic discipline on the complex of management types, ways to diversify and develop management theory in terms of modern material-virtual business-environment.

In conclusion we would like to underline:

1. All the expressed above has a direct link to one of our hypothesizes that have been suggested earlier in our works that were devoted to formation of infocom-management theory: on the one hand, as we know, «an economy is efficient, if its management is», and, on the other hand – «an environment is virtual, and communication-communicative processes and results of indirect interaction between people in it are real», and, therefore, further diversification and emergence of new management types is inevitable, considering peculiarities of X and management within it.

2. As XT develops and gets wider use in social-economic and organization-management activity, theory and results of management practice of infocom-management will increase their impact upon the development of other management types and emergence of its new variations.

3. Managementology is now only our idea and hypothesis on such subject, but an urgent scientific and academic need: its actual meeting is necessary in order to carry out so-called «methodological specification» of new emerging management types with different adjectives before the word «management» that are not always grounded, considering the methodology of general management, its approaches and methods, concepts and system of conceptual principles, legislations and laws. Thus we need to find a solution to the discussion on what specific laws and rules, principles and other concepts exist as due theoretic basics in strategic and innovative management, personnel and finance management, production management and controlling, logistics and marketing management, and many other management types (books on them exist, ideas on them claim to be theories in sciences that are already given as academic disciplines), not mentioning such types as «karmic management»...

The author of this article during many years have been telling students of managementology in terms of lectures of corresponding academic courses that he gives to students. Of course, managementology itself is in state of formation and adequate «design». Nowadays we try to upgrade the developed earlier variant of academic discipline «Basics of managementology» via, first of all, considering modern requirements, standards, new methodic provision, and, on the other hand, enriching the complex of management types as ways to control organizations, personnel in terms of market economy, new emerging management types.

#### References

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