



The Success of Learning Organisation: Values Contextualization Dimension

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ARTICLE INFO

Received September 05, 2017
Revised from October 23, 2017
Accepted November 27 2017
Available online December 15, 2017

JEL classification:

A20.

DOI: 10.14254/1800-5845/2017.13-4.8

Keywords:

values,
modern learning organization
competitive organisation,
healthy lifestyle.

ABSTRACT

Achievement of competitive advantages in the organization are a key driver for business success in companies. However, if these factors do not become an integral part of the organization's identity, it is not possible to achieve a competitive advantage. The goal of the article is to investigate the developed values of learning organization and to determine their relationship dependence on environmental factors through a perception of healthy lifestyle as a value. Methods used for scientific research – scientific literature analysis, structured interview. The hypothesis of the research – Do the educational factors influence the formation of values in modern organizations? Conclusions. The main cause which determine gap between organizations declared publicly values and its application in practice is disharmony between organization's values and fundamental moral society values. Social responsibility in this case has not become an integral part of the organization's values yet. Education values is an integral part of each learning organization that promotes human development. Health education is an integral part of health promotion activities, including psychosocial and physical aspects and should be seen in the overall context of the entire education system.

INTRODUCTION

Competitive advantages to achieve in the organization are a key driver for business success in companies. However, if these factors do not become an integral part of the organization's identity, it is no source of competitive advantage. Organizations identity is formed on its core values, created values and saved values-based, says V. Jušcius (2009). Many philosophers and representatives

of various schools and positions were interested in values problem. Values include beliefs, activities, opinions and moral norms, traditions, self-regulation, the imagination and the public opinion, but also has a long list of more objective and material things. As security needs, values greatly influence our choices, our behaviours. Values are feelings, beliefs and practices based on human priorities guiding the handling life. Human behaviour is always operated on values, they do not influence in any narrow field of human rational thought, but it effect all personality - emotional feelings, attitudes, beliefs. Values, as the most generalized concept, always are the spotlight for many scientists. Educational institutions have the task of organize the pedagogical process based not only rational training, cognition but also on emotional valuable level. Personal introduction into the world of values is really important both for formal and non-formal education, have a social and moral value.

The younger generation in modern society can successfully socialize only taken over the culture, identity, citizenship, the sense of honest, beauty, guaranteed the continuity of past and present values. Recently, it becomes more and more noticeable the dependence of public social and economic level from development, especially from the younger generation capabilities to create a system of values. E. Jasinskas, D. Rėklaitienė, and B. vagždienė (2013), analysing learning organizations argue that in globalization conditions, rapidly changing technologies and communications, going commercialization in education, unfolding economic pragmatism, values lose their historically formed an authentic sense, it become danger to loose national culture based on identity, the transmission of traditional values from generation to generation is becoming more and more problematic. It is generally recognized that purposeful values education must start in younger age. This gives the opportunity for people as early as possible to start to develop the capacity needed for further career planning and management. R. Mikalauskas, E. Jasinskas, and B. Švagždienė (2012); B. Švagždienė, E. Jasinskas, V. Fominienė, and R. Mikalauskas (2013). Career planning activities in Lithuanian schools are focused on the student's conscious decision-making: self-knowledge and self-education, the knowledge of the world of work, adaptability, lifelong learning and social skills that include communication and cooperation skills. According A. Norkus (2012) value is an object which meaningfully fulfill person or society needs, personality or society behavioral causes of action, related to the objects that match the material, cultural and spiritual needs of a personality. The creation of values systems includes different, often unrelated to each other, combinations (ex. An honest performance of work with health.) Health is understood as a natural value, which determines the activity of human potential.

Formulated problematic questions: The problem is understood that any direction which candidate to be a theoretical and practical innovation, introduction to science, requires analysis of the issue, where is a novelty and how it gets. This is a study that reveals whether it creates a difference, making the difference. And if so, how to assess the learning organization, as/or achieving success through values of healthy lifestyle awareness that must be regarded as a objective projection in reality. This article is based on the problematic issues:

- What factors influence the education of values?
- What is the education of values dependency of the educational, social and environmental factors as the success assumption of a learning organization?
- How do members of the organization aware the values and especially the healthy lifestyle as a value?

Goal: To investigate the learning organization developed values and determine their relationship to dependence on environmental factors through a perception of healthy lifestyle as a value.

Tasks:

- Reveal values as a factor concept;
- Define the factors affecting the education of values in aspect of healthy lifestyle; and
- Identify the organization members' awareness of values and a healthy lifestyle as a value.

Methods applied in the research: Scientific and documentary analysis of the literature, and Interview.

The qualitative research method was used to process the data obtained by structured interviews. For understanding of values and determination of healthy lifestyle as a value, on the basis of the scientific literature the questionnaire was prepared. Investigational - 7 experts working for the company for more than 5 years, the age of 35-45 with higher education. In order to obtain more accurate information, questions were raised for informants who work in different tourism organizations in Lithuania (Kaunas - 2 informants; Vilnius - 2; Šiauliai - 1; Klaipėda - 1; Druskininkai - 1 informant). The survey was conducted by recording to computer media, then transcribed and performed hits and overlap analysis. The study was conducted in accordance with the principles of research ethics. Before the survey, all informants were familiarized with the purpose of the study and exploitation of research findings, all respondents gave verbal agreement to participate in the study, anonymity and confidentiality were guaranteed. The average length of research - 1.25 hour. The date of the research: 06.01.2015.-09.30.2015.

1. THEORETICAL BACKGROUND

Value, as factor of education, disclosure. Creation of new knowledge, innovation, knowledge renewal, working people creativity is the main driving force of society and creator of productivity and competitiveness, while the essence of knowledge management are not objects, but intellectual capital, competitive advantage and innovations (Šedžiuvienė and Vveinhardt, 2010). Many researchers focus on the analysis of the role of primary interested group and influence for organizations. The very primary interested groups isolation means that it is vital for organisations existence and their values and expectations have to be taken into account in the first place. So it is so important to understand what problems are significant for interested groups and how they might affect the organization's social responsibility. Even though views of the various interested groups on the preferred business practices are quite different, however, many of them have a common denominator and can be harmonized. The success of learning organization depends on the values conveyed. So both in life, and education is important to combine spiritual and physical human sides.

Education direction. Educational direction came together with human being and have always been a very important feature of social life. Personality is developed by whole environment - it is a social process of formation. In education, it is considered a specially organized young man's development, led by those people who have special training - teachers (including parents). In this process act both educator (teacher, parent) and the learner (child, student). By combined operating and communicating in different ways, personality of learner constantly getting richer of - learner is changing by taking over the senior experience. At the same time, taking into account the requirements of society, it becomes so important to reorient the younger generation, especially according our living times. Therefore, education - is social-historical transmission of experience for the younger generation, in order to prepare them for life and work. In educational process, based on acquired knowledge and values, it is formed students approach of the environment and other people, personality traits, behavioural habits, as well as knowledge intensive (thinking, language, imagination, and so on.). Education process takes place under the influence of the child to the surrounding environment that promotes learner to develop mentally and socially.

Social and cultural environment. The most important meaning for human development has family, school and work environment. At school students acquires wealth of experience, by mastering science, technology and art foundations. E. Jasinskas, D. Štreimikienė, B. Švagždienė and A. Simanavičius (2015) apply this knowledge in practice in organizations. This means that person is developed by environment. In terms of progress of science, technology and social life, mass media: radio, television and periodicals. has a great of importance. All of them are important for modern

human development. According J. Vveinhardt, R. Andriukaitienė and L. Cunha (2014), corporate social responsibility could be described as the moral to a social market-oriented regulatory mechanism arising not so much from the institutional power, but from civil society will and expectations.

The private sector, in order to work with commercial purposes, has clear arguments and criteria for investment in human resources qualification. Meanwhile, in public sector there are more difficult, because it is important not only financial targets, but also social justice (Jasinskas and Emeljanovas, 2015). It is mentioned, that without learner and other education activists, the educational situation also consists of the following components: training content and training measures.

Often by analysing of relationships between, it become noticeable and mobbing manifestations. J. Vveinhardt (2011), who researches a learning organization, says that by improving the organizational climate, it is necessary the diagnosis model for discrimination in employee relations, which is used for phenomenon of mobbing prevention and intervention. The human ability to set goals is the main skill needed to succeed, it is possible to portray it as a circle of life.

The concept of values and its types. *“Values - the specific characteristics of objects in the world around us and that have a positive meaning for people, staff and public. Objects and phenomena become values only due to the fact that they are included in the sphere of existence of human society. Therefore, the values are objects and phenomena which largely dependent on public, that are satisfying any of the human needs and interests and by doing this have a beneficial impact”*, says M. Truncè (2014).

What are the values? There are a lot of values – difficult, disambiguation, sometimes difficult to comprehend, because that are applied to very limited areas. There is a hierarchy of values in which they lie in order of importance, meaning and impact strength. Values are like energies, forces that can influence the actions, decisions, choices. From the word “value” can be perceived that the word is associated with the word value, valuable, worthwhile. There are many common, universally recognized values, and also each person has their own values - those are valuable to him.

Values - are human guiding life priorities based on feelings, beliefs and practices. Human actions and his behavior is determined by the values, which have influence not for any narrow sphere of rational thought, but for full personality - emotional feelings, attitudes and beliefs agrees R. Vasiliauskas (2011). According to A. Giddens (2013) the different values reveals the most important human cultural diversity attitudes. Human values are influenced by cul culture they live in. According B. Kuzmickas (2001) values can be divided into core and non-core, lower and higher, imaginary or real. The main values are moral, aesthetic, political, religious and cognitive. A system of values is complex and sophisticated, because usually it is related with the outside world, and variety of cultural, economic, religious, political issues important for individual and also with need to make the outside world attractive and neighbour to yourself. Thus, the values are in human consciousness, they refer what is an important in cultural, political, social environment. Many values are common to all individuals, but it is important when it is merged into a single system. Such a system generally describes the supreme value.

Value orientation system, which reflects the peculiarities of lifestyle by the prism of social consciousness, is one of the individual world view components. Human behaviour is influenced by the internal, psychological characteristics of his experience, says L. Bobrova, A. Dvelienė and A. Norkus (2007). It is argued that without the internal, psychological characteristics of a person, for the behaviour is also important the system of value orientations. Life position, purposefulness of interests, social attitude, subjective approach, dominant motivation - synonyms describing personality dispositions (Jėčiuvienė, 2003). They are formed on human socialization process by internalising the social environment, family and community values. According V. Aramavičiūtė (2005), person caught up the values in the process of socialization, he identifies himself with them emotionally - internalize. In other words, a full-fledged human existence, human essence establishes a valuable framework allowing person to entity as a moral personality. Values for different people are not equally important, but everywhere there are similarities in recognition of the same values, because

any groups of people meet with similar needs and similar situations.

Successfully managing the preparation of the implementation of the social responsibility strategy there are required four destinations: personal managerial staff culture, organising culture of management processes, culture of working conditions, culture of documentation system (Vveinhardt, Andriukaitienės and Grančay, 2015). According R. Vasiliauskas (2011) "*Taking into account the durability of values, their resistance to time and need for continuity, for younger generation is recommended this ideal system of values, where universal, eternal values are on the top*".

These days, the values for future generations, may seem strange and without value, but to live without values is impossible. The importance of personal and social values indicate each individual young person's rate, made from its principles, needs, ideals. Values education is an integral part of every individual's life, which promotes human development. The values of young person, often reflected what is his attitude to one or other things that lie in his consciousness, about what they live and how they feel. Therefore, we conclude that values for every individual are all that he had the most important, significant in both social and psychological, point of view.

Human behavior is affected by his inner psychological qualities, his experience, situational status, conditions of environment, in which the action or communication take part. Of course, that between the inner, psychological characteristics of individual behaviour a value system is also very important. The violation of organization climate in employee relations directly involves the head of organization. He is responsible for a complex problem - to perceive mobbing in conflict and make effective decisions (Zukauskas and Vveinhardt, 2010).

B. Kuzmickas (2001) distinguish different human age groups, presenting how different values are seen in childhood, adolescence and mature age. Modern life offers a lot of options to choose from. That could confuse young developing personality. Increased mobility, new impressions make sense of formation of value orientations. Adolescence and youth is full maturation period, when early puberty of personality begins.

Organizations identification comes from the surrounding environment. In the first row, this is stakeholder perspectives and assessments that can be positive, negative or double (contradictory). According to this, estimates depends on the information that interested groups have about the organization, and whether they believe in identifying adequacy. If interested groups note that publicly declared organizational values are not used in practice, it means, that the most responsible business idea is clearly discredited, and it is unrealistic to expect the competitive advantages associated with the environment. However, if the initiatives becomes part of the organizational values and is implemented in everyday activities, they are usually caused by the positive reaction of stakeholders (Morsing and Schultz, 2006; Juščius, 2009).

According to Jusčius (2009) it is clear that there is the necessity of coordination and compromise, which are related to stakeholder values and attitudes. However, there are things for which compromises are considered as unethical and reprehensible. Today, health is considered as the greatest personal value and assets of all the society. In order person to take care of his health, he has to know about it. Health is the whole nation assets, which properly maintaining and using, person accumulates social, material, cultural values, create the public welfare. Just healthy, full of energy, person can live a full life, work and experience the joy of creation. The World Health Organization (WHO) in 1948 gave the following definition of health: "*Health - is a state of complete physical, mental and social well-being and not merely the absence of disease or ailments*" (Gudžinskienė, Česnavičienė and Suboč, 2007).

The World Health Organization and the European Union's main health policy documents declared core values, it is advisable in Lithuanian Health Program to focus on these basics: human rights; shared responsibility for health; equal opportunities and health relations righteousness; social inclusion and equality; evidence-based solutions. The new Lithuanian Health Program aims

should be directed not only to the development of the health care system, but also on development of healthy lifestyle and a healthy environment (Jankauskienė, 2011).

What is Lithuania will for 2015-2020 years: to develop a healthy lifestyle as an important society assumption; <...> to raise public awareness of the benefits of a healthy lifestyle; to develop health care services that improve the effectiveness of prevention measures, widely use of public health promotion measures, wellness spaces and so on.

A healthy lifestyle education and strengthening. Health education - a process that helps individuals and communities to take better care of their health and improve it. Health education broadly covers people's awareness of health-improvement, and what they decide on having the knowledge, if they use them and what they do with the additional information received.

In addition to saving values, organizations can distinguish and those established values, formed according to the importance of individual stakeholder groups, exposure abilities and foster expectations, and competitive advantages, related with inventions, innovations and globalization, were seen to have opened the way to grow the business ranks (Ahmed, Vveinhardt, Ahmad, and Mujeeb, 2014).

2. RESULTS OF THE RESEARCH

The obtained results of the research revealed that in organizations the most important are personal values: family, friends, love and health, only in different positions. It was trying to find out whether the surrounding environment can influence the formation of values and how this environment can influence? The entire surrounding environment has a significant influence on the formation of human values. All informants mentioned that for the formation of values is really important the organization where they spend most of the time, also co-workers, managers, friends and business partners.

It is obvious that most of the staff personal values are picked up from their family through identifying themselves and conduct of interception of those whom they love. The aim of this research was to explore attitudes towards a healthy lifestyle, how respondents understand a healthy lifestyle, how they can evaluate their lifestyles and their attitudes to care for their health. All informants showed a similar perception of a healthy lifestyle, by noting physical activity, movement, correct nutrition, avoidance of dependency, job security, lack of stress and others. All informants explicitly said that people has to start taking care of his health since adolescence",... when he starts to understand the importance of health...".

Creating of traditions in organization might encourage to talk more of healthy lifestyle topics and any events related with a healthy lifestyle should promote organization's loyalty to the employees. Loyal employee - is a successful organization. A learning organization combines the work team also in "after work" atmosphere, so all informants mentioned that the all sports festivals is really appreciated and enjoyed, they create a good psychological climate. The emotional condition has a major impact not only on health but also on communicating with co-workers, suppliers and customers.. The respondents were asked to assess the available values in their organization in 5-point scale:4 of them evaluated existing values by the highest score, while 1 informant "has no opinion" and 2 - states that the system must be developed.

On workers' point of view, it is too little mentioned personal hygiene, healthy eating, physical activity, the environment and health, communication and relationships, smoking, alcohol and drug abuse prevention. It is also mentioned rarely discussed in cancer, heart disease prevention, allergies topic. The study revealed that for values education in organizations are not given proper attention and caring to the worker's health now is more in written reports and conference declared phenomenon, and not always in practice existing real occurrence.

CONCLUSIONS

Modern organizations in order to create a coherent image of itself, to show what is success and the identity, try to include as many of its members in the discussion. The aim of such internal debates is to link the collective organization's thinking, behaviour and the structure to common organization cultural integrity. Unfortunately, to many organizations a common value system creation and management becomes an insuperable problem. Organization's value system and individual every worker operating value system can be a different. However, it is clear that certain key issues for business organizations and for workers' moral values must be the same or at least similar.

Values - It is a specific characteristics of object of the world around us that have a positive meaning for person, staff and society. Objects and phenomena become values only due to the fact that they are included in the sphere of existence of human society. Therefore, the values are public objects and phenomena largely depending on satisfying any of the human needs and interests, they have a positive meaning. Each person owns an individual system of values that was formed by parents, traditions, personal features and a lot of other factors. The main values, the created values and saved values form the organization's value system, which helps to analyse and manage the identity of organization and be successful.

The main cause which determine gap between organization publicly declared values and its application in practice is disharmony between organization's values and fundamental moral society values. Social responsibility in this case has not become an integral part of the organization's values yet.

Health as a value is an integral part of the health education. But health education is narrower concept (it means that training conveys knowledge about health and education aim is at changing attitudes towards health components (physical, social, psychological, spiritual), to establish favourable health behaviour habits. Health education is an integral part of health promotion activities, including psychosocial and physical aspects and should be seen in the overall context of the entire education system.

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