

Keywords: *management, ethics, transdisciplinary approach, social semiotic perspective, EMMY, education reform, neutrosophic logic, transductive logic.*

Abstract: The end/purpose of this article is to stimulate a transdisciplinary, holistic, unifying, synthetic vision on socio-human behavior. The main means/tools used are the transdisciplinary vision itself, the end-means methodology (EMMY) and the semiotic perspective. The work hypothesis of this research implies an act/ attempt of gradually lifting the barriers between disciplines that study human behavior and its determinants. The following results could be reached: a) saving time in the teaching of too many and non-correlated disciplines that study human action (thinking, feeling and acting); b) a more clear understanding of human life for improving the managerial processes of any kind; c) to include in research feelings (not only rational thinking); d) to put an equal between management and ethics – this being redefined as the simultaneous and permanent result of comparing ends (political dimension) with means (economic dimension); e) to stimulate the transdisciplinary and holistic thinking; f) to use semiotic discourse in explaining and fulfilling all the above things.

Anghel N. Rugina (Quinta methodica), Basarab Nicolescu (transdisciplinarity), Nicholas Georgescu-Roegen (holistic vision on (bio)economics and ecology), Amitai Etzioni (ethics and economics), Michel Foucault (the intricate vision on labor, love and life), Charles Sanders Peirce (the semiotic and integrative thinking), Charles Morris, Rudolf Carnap, Umberto Eco and Lorenzo Magnani promoted new visions which constitute solid foundations for the transdisciplinary construction. Behaviorism, pragmatism and the theories of communication have helped a lot in the building and consolidating the end means methodology. Of course, the Kantian morale („human beings should be always only ends and never mere means”) is rejected. EMMY sees human beings as real things and not (only) as idealistic abstractions.

The over 30 years of studying human essence and behavior resulted in founding EMMY as a transdisciplinary new vision to be implemented especially in primary schools and high schools. A radical education reform is needed. The art of thinking, feeling and doing seems to be the very essence of management. Management (decision making) is not only rationality, but emotionality as well. That is why I (re)defined the theory and practice of management as “thinking, feeling and doing”. At the same time, ethics studies the human behavior, i.e. human thinking, feeling and acting. Ethics is not (only) a (possible) set of given and immutable rules for human conduct, but a general theory on human conduct/ behavior. In my opinion, ethics, management, politics-economics-ethics continuum, psychology, logic, semiotics and hermeneutics are either identical or so closely intricate that they could never be understood and taught separately or consequently. As a matter of fact, this vision is a truly transdisciplinary one, approached in a semiotic and hermeneutical manner (there are a lot of signs to be interpreted) just in order to create a holistic and unitary vision on human beings and their moral behavior.