

Self-organization theory: unaccounted factor

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In modern society, network organizational structures are actively being formed. In the system of social management, there is a tendency to decentralize, replacing the traditional hierarchy. The theory of self-organization (synergetics) in its application to such complex dynamic systems as social ones is used to explain the change of hierarchical structures by network ones. However, being associated with the evolution of physical systems, it does not take into account the factor of social power. At the same time, there is an alternative to this force — this is the acquisition by the powerless majority of society members of responsibility for their own lives and the transition to free self-organization and real self-government.

Keywords: *self-organization theory, decentralization of management, social power, digital platforms, social responsibility, self-management*

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