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OPTIMIZATION AND WELL-BEING OF POPULATIONS IN THE SOCIETY AND PROFESSIONAL ACTIVITY

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Human culture presents itself as a configuration of behaviors and learned optimal norms, the constituent elements of which are shared and transmitted by the members of a given society (family, group, nation, humanity, etc.) and different from the other society. The attachment of the child to the mother, to the mother language is confirmed in its harmonic construction of identification and well-being. Lacan defines the purpose of the existence of language, writing: "Every subject does not simply have to become acquainted with the world (...) he has to find his way around". [1] The mother language and the laws of the father are the nodes of intersubjectivity, which guarantee the transgenerational transmission of values and norms for people in their society. For Rosenblum and Gargiulo, "Transmission also passes through the language, which is indefectibly linked to the mother. The writer, through his pen, offers his mother the opportunity to express himself in this music of the language that was his" [2]. Radtchenko-Draillard (2016) writes "It is according to norms that achieves the socialization of the individual since birth and that passes through intrinsic adherence, where the norm is felt as an intimate requirement of each individual, and extrinsic adherence, where the individual seeks his protection in a guide to conduct, in collective laws and in collective thought." [3] In my opinion, when social interactions correspond to expectations and wishes, people are satisfied and their well-being is preserved; but when internal and external conflicts arise, populations trigger defense mechanisms in order to protect themselves and avoid the malaise that disrupts their existence. Currently, with the increase in political and economic crises, the fall of globalization and neoliberalism, the excesses of multiculturalism, ecological disasters, growing social inequalities, increase in pandemics, societies are beginning to be divided into two antagonistic poles: on the left pole, some advocate the deconstruction of culture, the denaturalization of family and societal relations, the perverse revision of the question of gender, irrational medically assisted procreation; on the right pole, the others are actively organizing in sovereigntist patriotic movements to protect the traditional values of the family, the safeguarding of national culture and religion and want to introduce economic protectionism with slogans (America first, Great Britain first, Russia first, France first, Italy first, etc.). These trends are spreading throughout the world and leave little scope for compromise and reconciliation between two antagonistic poles. In order to resolve this widespread international societal conflict, there is an urgent need to establish an interdependence between individual and collective well-being, to promote the democratic policy of living together, to guarantee every person a dignified existence with the right to have work, to ensure security and social justice for all societies and to guarantee the preservation of the land for future generations. Freud (1921) writes: "Social justice means that we deny ourselves many things so that others may have to do without them as well, or, what is the same thing, may not be able to ask for them. This demand for equality is the root of social conscience and the sense of Duty". [4]

Satisfaction and well-being in professional activity is an integral part of optimizing one's existence in society. For Keyes, Shmotkin and Ryff (2002) "Subjective well-being (SWB) is evaluation of life in terms of satisfaction and balance between positive and negative affect; psychological well-being entails perception of engagement with existential challenges of life." [5] Effective human resources management provides several functions at the same time: an integration function for employees, a differentiation function (recruitment, selection, salary,

evaluation, psycho-medical assistance, legal protection etc.), a employment function, skills of employee, general and specific rules of the organization, etc. [Leatherbarrow & Fletcher 2018; Radtchenko-Draillard, 2020]. I think that this definition combines two strategic thinking of all public and private organizations: firstly, ensure a creative environment that allows employees to increase creative ideas and motivation, etc.; secondly, it is necessary to maintain such an atmosphere for a long period of time, using efficient methods and procedures for their productive and profitable activity. In my opinion, the main psycho-economic and directorial missions of organizations can be grouped into five poles: administration, management, optimization, communication, innovation: 1) administrative missions include activities related to the rational employment of persons, etc.; 2) management missions include the recruitment, placement of personnel in the position appropriate to their abilities, ensuring career accomplishment; improvement of working conditions, etc.; 3) optimization missions include psychological consultations on labour relations, as well as the medico-psychological sector which deals with methods of reducing accidents at work, burn-out, etc.; 4) communication missions include the establishment of an information system and advice to employees and hierarchy, negotiations to reduce conflicts, etc.; 5) innovation missions include the adaptation of the decision support system of digital information and communication technologies (ICT) to the management of the organization, etc. Consequently, satisfaction and optimization are sine qua non in the professional career, personal life and collective well-being of populations in the society.

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