

Strategic Paradigms of Social and Environmental Balance

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Abstract - Complaints about the socio-environmental relationship have become prominent, requiring the academy to deepen its studies on the strategic paradigms of sustainability. The objective of this essay is to study the conceptions of strategic paradigms along the path of social and environmental balance, with the specific objectives of raising the paradigms under social, economic, environmental and institutional aspects (1), analyzing the strategic paradigms that can favorably promote equilibrium (2), and critiquing the discourse of society, aiming at social and environmental balance (3). The elaboration of this work is based on the Institutional Theory that prescribes the set of individual behaviors, beliefs and values, processed in accordance with the individuals' perception, and in their interpretative capacity of the reality in which they are inserted. This qualitative research is elaborated through the Method of Content Analysis, and applies procedures of bibliographical survey and documentary treatment of the social discourse that substantiates sustainable paradigms. As a result of the critical analysis, it is verified that the discourses and behaviors of the social agents do not contribute to the social-environmental

balance. Then, new proposals of strategic paradigms which are useful for reflective actions and universal meanings are incorporated here. The expectation is to redirect the individual to behavioral reflections, through a learning that is coherent with the confrontation of the planetary emergency. It is also indicated for the spirit of preservation and conservation of the environment, in which the relationship with the social, economic and institutional will bring the desired balance for generations. This study represents those interested in the discussion about the socio-environmental relationship, and those involved in learning about sustainability and orientation towards ethical posture.

Keywords—Balance, Institutionalism, Management, Strategy, Paradigms.

I. INTRODUCTION

The socio-environmental balance has been the planetary concern, mobilizing efforts in the generation of knowledge for the safeguard and survival of humans and other living species on Earth. Conferences and symposia continue to try to create collaborative solutions of collective sustainability on a fragmented planet; these

measures have subsidized scholars, bringing together researchers, their doctrines and leading technologies in the area of socio-environmental management. However, the solutions depend on well-worked paradigms, as an exclusive aspect for sustainability, with a focus on the social, economic, environmental and institutional aspects. Inquiries are shared by scholars and their groups, who address the implications of virtues and meanings for coping with the global emergency. Here, discourses and criticism centered on the correct path that guides the behavior of individuals thrive. This is a justification for studies as the one proposed here, which may lead to adherence or remodeling by strategic paradigms, possible to establish applicability with answers or challenges; and that can incorporate positive attitudinal measures with multiple benefits. In this outline, the following question arises: How can we promote socio-environmental strategic paradigms? In order to answer this question, we propose to study the conception of strategic paradigms along the path of social and environmental balance; and as the specific objectives to raise the paradigms under the social, economic, environmental and institutional aspects (1), to analyze the strategic paradigms that can favorably promote the socio-environmental balance (2), and to make a critique about the discourse of society in the vision for the socioenvironmental balance (3). The work is composed of topics and sub-topics, with a theoretical-conceptual review, a methodological treatment, and the results reported following the objectives proposed here.

II. THEORETICAL AND CONCEPTUAL REVIEW

This essay is based on the Institutional Theory, which, according to Crubellate and Silva (2016), addresses the set of rational behavior of beliefs and values. The theoretical arguments are intrinsic in the shape of the individuals' perception, in the sieve of their understanding from their reality. Therefore, it presupposes the existence of a relation to dominant patterns, besides requiring the emergent contextual recognition, of multiple complexities, divergent, and logical. This theory is translated by paradigmatic characteristics, such as, for example, how society understands sustainability and its convergence in actions that can bring them proposals or solutions, among which are those of a strategic nature within socio-environmental balance outlined in the present study.

2.1 Concepts of strategic paradigms

This compartment of the task brings the approach to the essence, in dealing conceptually with paradigms under the social, economic, environmental and institutional aspects. And it does so in an integrated way for the socio-

environmental management, following Burgelman's prescription (2012). This scholar considers that such a providence provides the involvement of enriched potentials, especially in an organizational process that brings together specializations directed at opportunities in corporate strategy, for example. It can join planned efforts, taking advantage of the surroundings of the possibilities visualized and guaranteed by adjacent forces, with advantage to the social-environmental balance.

Kuhn (2011) indicates that paradigm is the main order or the basis of common sense among practitioners of a given action, which becomes routine and then a reference act, and is then incorporated into the knowledge of everyone in the group or in the community. It can be divided into particularities or nuances in processes and beliefs, and may still provide classification in aspects that reveal a differential of the being, who begins to identify or constitute an identity, as in dogmas, ceremonies, rites and processes in general. Additional features may occur to a paradigm, and in this case they are incorporated as a logical context reference to the set, maintaining the identity that is peculiar to it. The paradigms are revealed as a historical process of a society, independent of the perception of the actor involved. But throughout its existence as known among social actors, its influence permeates the conduct of individuals, being able to reach the way of being and thinking, acting and evaluating, establishing common sense in this way.

A survey carried out by Araújo et.al (2017) allows us to affirm that strategy is a complex process involving several factors in four phases, namely, identification, diagnosis, conception and realization. This ritual put into repetitive act becomes a paradigmatic strategy, provided that such routine practice is incorporated into the knowledge of those committed to learning. And the innovations added, as long as they are learned, can enrich the variants of knowledge over time. Therefore, the paradigm becomes a strategic norm of conduct, used as a source of support in the operationalization of acts, such as social and environmental management.

Bachega and Filho (2014) conceptualize strategic environmental paradigms as the principles of integrated standards of specific contexts, contributing to the sustainable balance of performance goals. They are mechanisms to support the proposed solution, on issues such as those of an environmental nature. This will be the format to be accepted for the conceptualization of strategic social, economic, environmental and institutional paradigms in this task. Sustainable paradigms permeate the conception and performance of society; however, in the individualized way in which actions are operationalized, demands on managerial practices tend to impede results in the application of strategic paradigms.

Consequently, the balance in the socio-environmental management makes the efforts of the stakeholders impracticable, implying asymmetries; so much so that in Brazil (2014) it is stated that sustainability seeks to promote stability between what people want, what they can acquire, and what is ecologically sustainable. This would be a triangulation of integrated progress of a transformational nature, if an option is established in the face of strategic paradigms of balance.

2.2 Concepts about social criticism and discourse

Criticism usually comes from people's conceptions; but Baêta (2016) treats criticism as a dialectic of facts analyzed, which contributes to the strengthening of the ability of judgement of social subjects, or of the phenomena that modify a structure of reality. They are manifested through discourses and, as Maciel (2016) affirms, criticism is word connector process with an interpretive meaning; it conceives the contextual relationship between man and society, through this language reproduced in the discourse; when it is accepted, it provides the tendency over the aspects of neutralization. However, when it does not generate negative significance that causes regression, the criticism results in prospecting the change of context.

The assessment of the truth in order to understand the facts is admitted in the Social Sciences; it is when we contemplate the critic or sociocritic, argued by Maria Pilar Colás Bravo and Leonor Buendía Eisman, when they prescribe on the interpretation of the phenomenon in a stage that precedes the investigation. In this sense, Pedro Filho (2009) criticizes the socio-environmental contingency that prevents the training of traditional Amazonian peoples for indigenous ecotourism. The cited researcher, adopting the original paradigm of the Massai People of Africa, admits after cleavage, the emergency that modifies the conceptual meaning of the Indian. He pointed out in his study that the retention of tribal people in demarcated areas contradicts their right to progress; it is much more serious because, while trapped, they are the victims of a precarious assistance, far from the governmental discourse of protection to the indigenous people, in a circumstance that imposes the intervention of international human rights organizations.

For the development of critical rationality, Baêta (2016) presents a connection between the critical approach and the transformational process. It would be an investigative field based on social daily problems; this vertex indicates to that perspective elaborated from the critical thinking, once it is emergent from the mature cognitive mechanisms. Because it involves the intrinsic relations of the knowledge acquired there in the experience in society, in an environment where the discursive phenomenon occurs, such commitment becomes authorizing in the

construction and transformation for a better future of individuals and their community. Thus, in order for the event to promote action among those involved, they issue their discourses, in the format treated by the cited author, based on Norman Fairclough codes, in their form of expression for the world. It would be an indicative of action mediated by individuals who transmit their social reality, while contextualizing the proper history of this relationship with the society in which they are inserted; there the visions of the microsocial and macrosocial environment are translated including the comprehension of knowledge about the operant power in the subject discussed. Then criticism and discourse converge, contextualizing each other to give the reasoning of conduct form in the perception of individuals.

2.3 Concepts about socio-environmental balance

The issue of socio-environmental balance goes beyond the knowledge of past achievements; it is important to know what are the actions of the present that may impact in the future, to commence main concepts about a paradigm used by society today. Mendes (2014) shows that, in order to ensure that the socio-environmental balance between present and future generations, it is fundamental to reflect actions guided by integrative instruments, from which emerge the leading roles of environmental protection. It is as Dmitruck (2016) proposes when pointing out the scope of environmental balance; it adopts the implications of the collective will, expressed in a meaningful attitude of a conscious and valuable characteristics of nature's attributes; and it refers to the minorities and to the diversity contained in the scenario in which externalities are installed. Consider, for example, certain types of acquisition of good or service in which the consumer does not know the source but which in fact aggravates the planetary emergency because it is harmful. In all situations, the information will be the deciding sieve in order to avoid harmful mistakes in the face of socio-environmental impacts. Consider that the path of balance will be directly linked to the process of awareness and formation of the critical mass, essential in the construction of those validated integrating paradigms for the protectionism and conservationism of the ecosystem.

III. MATERIALS AND METHODS

This essay is elaborated through the Content Analysis Method, which, according to Bardin (2009), is the set of discourse analysis techniques, carried out with discipline, aiming at describing what is relevant in the theme to be discussed. It allows the reconstruction of meanings related to the interpretation of the reality studied. This method, according to Cooper (2016), represents an approach guide for solving the research problem. It

implies a procedure capable of performing the data processing for the emission of results and the conclusion of the research. This procedure contemplates the transposition of the general question to the specific one, in order to know the elements that compose the context from which the desired information is extracted, avoiding distortions on the initial data. The bibliographical survey focused on the related approach, such selection of common dichotomous aspects in qualitative research used in this premise. Cooper (2016) emphasizes the understanding of the events which occurred in society, requiring interpretation techniques useful to the small details of the investigated problem. In addition it is recommended the capture of the environment in which the event is inserted, as well as the subjective factors surrounding

the inherent characteristics, capable of bringing the consistency of reality, as in the script that culminated in the results of this essay.

This task is addressed by the Software Nvivo, which contributes to the qualification of data processing and analysis, thus distinguishing the researcher's interpretative capacity; in addition, it contributes positively to the search of satisfactory results, mainly in the moment of the discernment between what is valid or not in this research. Figure 1 represents a systematic diagram of the application of the content analysis method for the construction of strategic paradigms, based on the bibliographic documents selected and operated on the topic of this report. Table 1 below shows the diagrammed elements and their respective description.

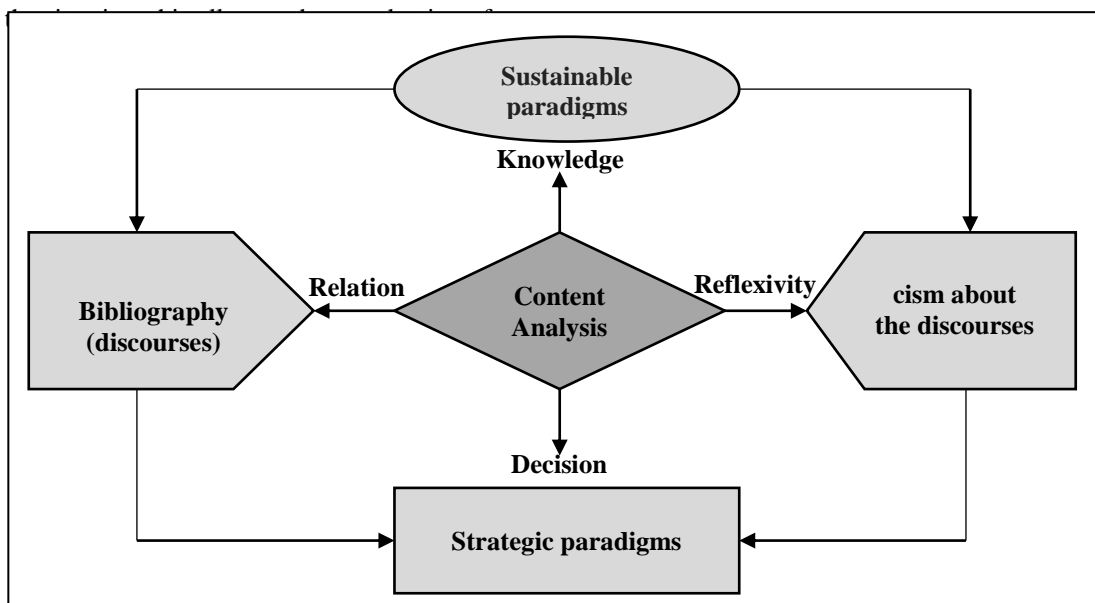


Fig. 1: Diagram of the Content Analysis Method considered in this research.

Source: Elaborated by the authors.

Table.1: Specification of the Diagram of the Content Analysis Method considered in this research.

Elements	Descriptive
Content analysis	Set of message content decomposition techniques for reconstruction of meanings.
Sustainable paradigms	Basis of study on the conceptions and values of the society on the sustainability.
Bibliography (discourses)	Theoretical reference of the paradigmatic discourses about the social, economic, environmental and institutional context.
Criticism about the discourses	Interpretive technique of qualitative research the analysis of the social actors' discourses.
Strategic paradigms	Proposals for paradigms that favorably promote the socio-environmental balance.
Knowledge	Information about sustainable paradigms for evaluation in content analysis is presented.
Relation	It represents the search of discourses for the theoretical conceptual revision, procedure of content analysis.
Reflexivity	Analytical critical consideration of the discourses as representative for the results of the content analysis method.
Decision	Proposal of action relating to socio-environmental strategic paradigms, changing the meanings in the final considerations of content analysis.

Source: Elaborated by the authors.

IV. RESULT OF THE STUDY OF THE CONCEPTION OF THE STRATEGIC PARADIGMS IN THE PATH OF SOCIAL AND ENVIRONMENTAL BALANCE

In this compartment are the results of the study, in accordance with the proposed objectives. In Table 2 are

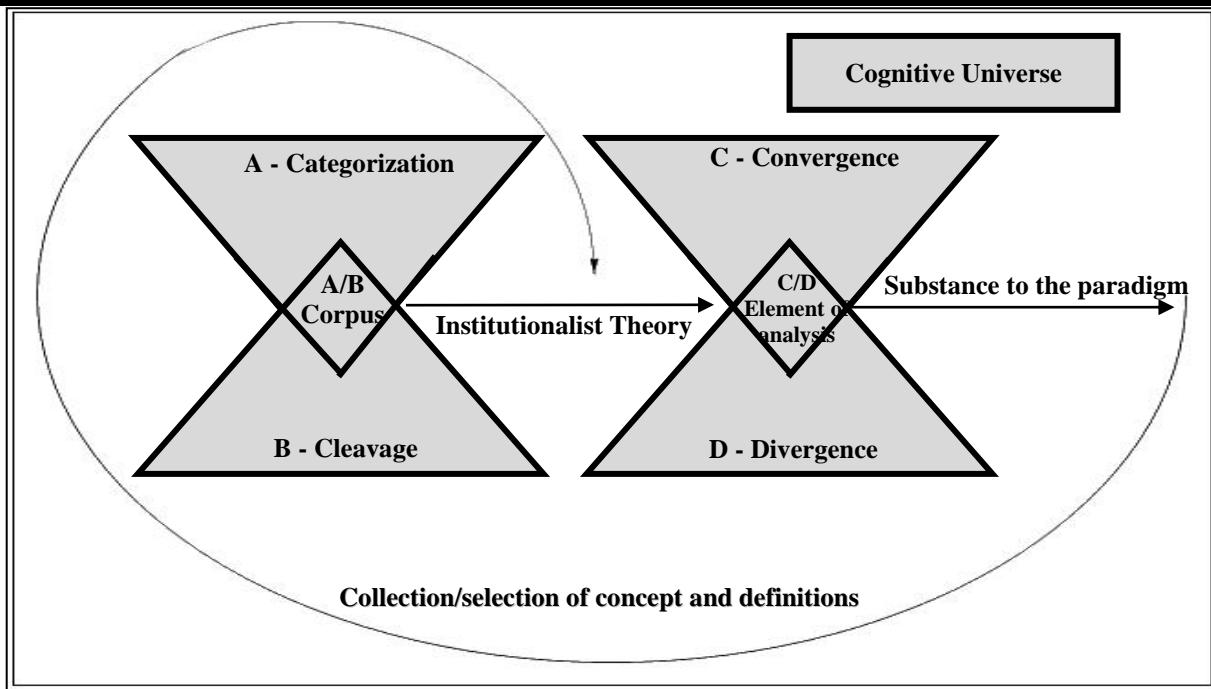
shown the phases of the processes of this task, converted into categorization, cleavage, corpus, convergence, divergence, element of analysis, substance into the paradigm, and systematization of data collection and selection with a focus on Institutional Theory.

Table.2: Content analysis process for the conception of strategic paradigm.

Indicative	Elements		Critical analysis of the indicative
		Authors	
Categorization of aprioristic and non-aprioristic elements.		Bachega and Filho (2014); Mendes (2014) and Dmitruck (2016). Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015); Brasil (2015); Maciel (2016); Baêta (2016) and Pedro Filho (2009).	Survey of approaches by authors, through linking to the topic, which were classified as primary information, not as priori or secondary.
Cleavage - coding of meanings that meet the research objectives.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015); Dmitruck (2016); Silva (2015); Bachega and Filho (2014); Baêta (2016); Maciel (2016); Mendes (2014).	Interpretation of the meanings of the words of the objectives and of what the authors depicted.
Discourse integrating factors		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015);	Verification of the common elements of the discourses that have relevance to the objectives.
Recognition of the discourses that impact on the Institutional Theory.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015); Crubellate (2016).	Validation of the paradigms that led to Interpretation and the context of the social actors.
Convergence of the elements in line with the discourses.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015);	Emphasis on the paradigms that match the socio-environmental balance.
Verification of negative aspects that back environmental processes.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015);	Elimination of negative discourses that impede ecological development.
Classification of relevant assets argued.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015);	Extraction of the important elements for the substance of strategic paradigms.
Consistency test constitutive of the strategic paradigm.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015);	It represents the main extract of the text, proposals of reflexive actions for the people in the path of balance.
Paradigms that relate to the Institutional Theory.		Marques (2013); Polli (2012); Vianna (2014); Matta and Schmidt (2014); Silva (2015);	Process of linking the consistency of the strategic paradigm with the collection/selection of the data conferred in the Institutional Theory.

Source: Elaborated by the authors.

Figure 2 contains the conceptual diagram of the strategic paradigms of social and environmental balance; and Table 3 below shows the diagrammed elements, with the respective description of these sequential and cyclic integrators.



Source: Elaborated by the authors.

Table.3: Specification of the Diagram of the method of analysis considered in this research.

Elements	Description
Cognitive Universe	Process of knowledge acquisition.
Categorization	Initial procedure of classification of significant statements based on the theoretical framework that meets the objectives of the study.
Cleavage	It has the function of guiding and coding the process of categorization relevant to the content.
A/B or Corpus	It represents the intermediate phase between categorization and cleavage that has the challenge of establishing clarity of the reasons for choosing the elements and the guiding principles of the study.
Institutionalist Theory	It studies the conceptions of the individuals, analyzing the emerging context in which they are inserted, categorizing and refining to change this reality.
Convergence	The contributions of the paradigms that translate into benefits for the social agents are verified.
Divergence	The aspects that neglect the posture of social subjects for elimination are evaluated.
C/D Element of analysis	Critical analysis of convergent and divergent discourses that produce relevance for the study.
Substance to the paradigm	Condenses the main elements for the formation of strategic paradigms with solutions for the sustainable environment.
Collection and selection of concepts and definitions	Bibliographic procedure characterized in the conceptual formation of the study.

Source: Elaborated by the authors.

4.1 Surveys of the strategic paradigms under social, economic, environmental and institutional aspects.

The paradigms to be focused in this subtopic are of a social nature, which refer to a relationship between the individual and the community where they work; economic, which involves the production and consumption system; environmental, which depicts the

domain of the human over nature, and the response that imposes balance in this relationship; and institutional, that turns to the integrative character of a structural, political and organizational nature. In the unfolding below are the strategic paradigms; they are those that result in the intelligent integration between the other paradigms imposing the expected balance for sustainability. This

typology of paradigm is essentially practical, and its consequence presupposes the occurrence of sustainability advantage, as long as they are converted into operations that result in the force of balance.

4.1.1 Social paradigm

Marques (2013) points to the social paradigm as a determining risk in the face of the possibility of returning to a level that goes beyond individualist-subjective thinking. According to the author, these risks are integral, and are not limited to time and space; they include consequences of a conjunctural and idealistic nature. In general, the modern paradigms are characterized by the support to consumerism, reference to the technological advance, and other immediate tendencies that become discards. Unfortunately, the quality of life that should meet society is far from the expectations, making social life a future of uncertainty with regard to ecology. Polli (2012) recognizes the social paradigm as dominant; according to this author, it is the view in which humanity is in the center of attention, this has led to the inconsequent destruction of the environment, nature being seen as a mere agglutinator of inert elements.

The strategic social paradigm includes respect for the culture of peoples in their diversity and subjectivity; this reveals the differential that serves to promote socializing without conflict. This paradigm typology guides the participation of humans with their citizen autonomy, through the exchange of knowledge, including those generated from the imaginary. It establishes ties of egalitarian justice based on sustainability fundamentals, which is why it results in endogenous development, besides contributing to the exogenous progress of the beneficiary society.

4.1.2 Economic paradigm

According to Vianna (2014), the economic paradigm turns into values contained in the conceptions of society. It may be unfeasible if it is concealed by a system that causes torment to society. For example, wealth promotion provoked by exasperated consumerism, or by the obsession of possession of a good whose production exceeds the carrying capacity in the environment. So much so that Matta and Schmidt (2014) affirm that economic theory results from paradigms of ideological-theoretical-political nature, captained by the dominant market power, no matter the ecological imbalance that it may cause to the planet. The power manifested for the achievement of high profits acts with inexpensive measures to respond to the market dynamics that feedback and constantly require the availability of capital. The strategic economic paradigm aims, therefore, to ensure fullness in the satisfaction of the needs of

individuals. It implies ensuring a healthy relationship with the environment from which basic subsistence resources are extracted. It should guide the application of tooling and energy that does not degrade the environment, nor decharacterizes its essence. This paradigmatic typology has a systemic nature and should be feasible, and the outcome of its application should result in benefits.

4.1.3 Environmental paradigm

Polli (2012) sees the environmental paradigm as a configuration of elements that are consistent with the beliefs in the right to life, regardless of their form. Preservation is required in the face of the limitation of resources in the ecosystem; this paradigmatic character submerges the function of social and environmental balance as an essential consequence. This induction represents the form of treatment with the environmental issue, highlighting a mismatch between the excessive withdrawal of natural resources by man, forgetting the slowness of nature to reconstitute and that we must consecrate the sustainability of the right to life. Dmitruk (2016) argues that the paradigmatic environmental issue involves a rivalry between conservation of the environment and the use of natural resources for economic purposes, this dichotomy reflects in disastrous environmental consequences, in which nature has no power of manifestation and is slaughtered by man to the benefit of their needs.

The environmental paradigm, to be strategic, must serve as a reference for man in order to measure in advance the effects of the interventions practiced in its surroundings. It has knowledge as the first element, leading the individuals to reflect on the implications of their act on other life specimens. Each environmentally correct action includes the adaptation of charitable practices to nature. In this circular thinking, the operator of this paradigm must manage the environment with a perspective of full durability, as if continuously projecting the desired place for himself and for generations to come.

4.1.4 Institutional paradigm

Studies by Silva (2015) address institutional paradigm as a structural, political and organizational pairing. It evidences considerable strand in the intervention for the sustainable development, through technological resources with the support of the popular representatives. There, it gathers computerized measurement mechanisms and methodologies aimed at the performance of socio-environmental control. They are useful devices as an instrument of discussion, formulation of critical mass, and construction of coercive means against inappropriate actions that are harmful to the ecosystem.

The strategic institutional paradigm is that which is guarded by the logic of organizational interests, but is qualified in the light of the interests of stakeholders internal and external to the institution. These actors are the collaborators, the clients, suppliers and all of those who somehow maintain some relation with the organization, or who are affected by the actions carried out by such paradigm. The application of this paradigm can include adjustment of conduct, in the face of the amplified vision with respect to the interests in common. Therefore, the managed businesses cease to be of interest only to the institution, and become of general interest. In general, these businesses are backed by norms and policies guided by preservationist and conservationist principles.

4.2 Analysis of the strategic paradigms that can favorably promote the socio-environmental balance.

This sub-topic presents the challenge of sustainable paradigmatic conception problems; it would be the ideal horizon required by the community in the perspective of sustainable balance. In this treatment, the strategic paradigms with a dimensional and practical look result in the consistency of behaviors and attitudes of a transformative character of reality, in this way a new mental design is configured that recognizes the causes and impacts on actions that subsidize benefits for all social actors.

In view of the comprehensiveness of communication at the present time, and that people feel empowered to express their position in favor of causes, be it national mobilization or the neighborhood itself, almost immediately, they even seek to challenge the authorities, to obtain answers. Considering this as a basic process to consolidate these actions of strategic paradigms, it is recommended the development of an integrative communication channel of discussion, such as the one that reaches audience of the masses, mobilizing the critical argumentative, supervising and idealized sense. This procedure performs meanings of registration, validation and inter-relational feedback. In addition to the central aspects, it is worth mentioning the revolution that the articulated power infers in the planning, organization, direction and control of the socio-environmental management. This articulation legitimizes the reconstructive modeling with the solid structures. Figure 3 and Table 4 below highlight the operationalization and prescriptive nature of this theoretical essay as a contribution in the teaching-learning process, or in encouraging methods, techniques, creative and innovative skills in the tutorial development of practices for sustainability. As shown, these conceptual elements can induce transformative measures in different contexts and applicability.

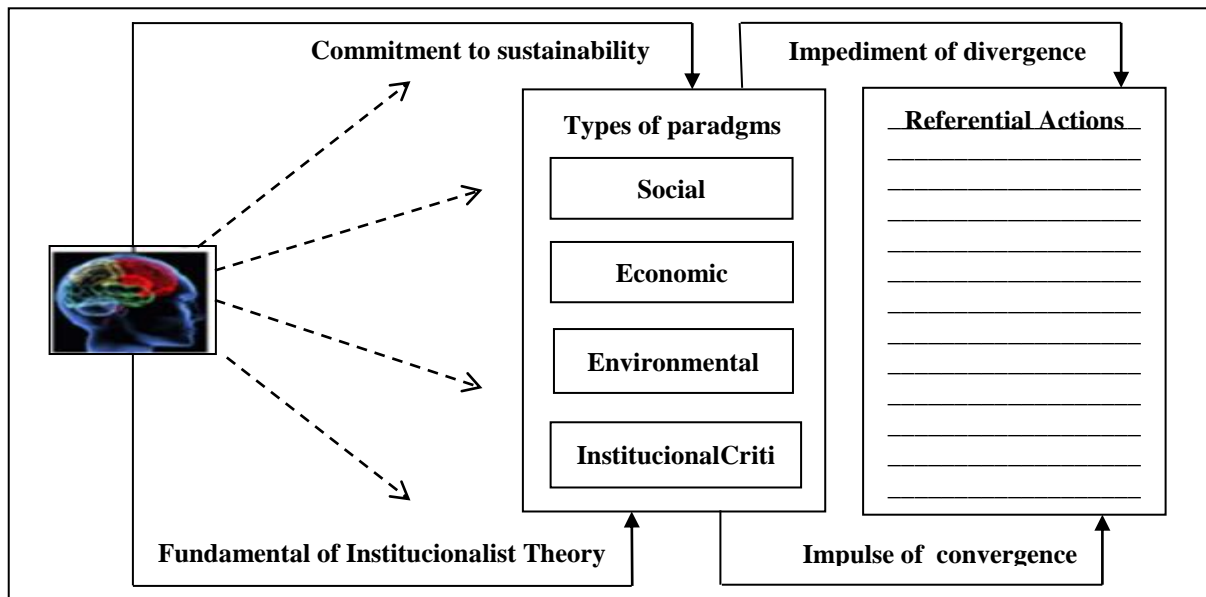


Fig. 3: Conceptual and operational diagram of strategic paradigms.

Source: Elaborated by the authors.

Table.3: Treatment of strategic paradigms.

Types of paradigms	Referential actions / Predictable reflexes in individual or group actions
1. Social	1.1 Creation of a bank of ideas with awards from individuals and public and private organizations. 1.2 Collaboration and sharing of sustainable knowledge. 1.2 Empowerment with critical sense, inspectors, claimants and collaborators of new environmental attitudes. 1.4 Encouragement of the development of patents that promote efficient solutions for society. 1.5 Re-education for home sustainability posture.
2. Economic	2.1 Collaboration in civil society partnerships and in the public and private sectors. 2.2 Involvement of consultants to diagnose and implement sustainable certified systems in public and private organizations. 2.3 Transformation of socio-environmental strategy into everyday tasks of all in organizations. 2.4 Requirements of consumers to know the provenances of the products that are acquired, in order to strengthen green purchases. 2.5 Obligation of qualitative rather than quantitative growth of the economy, with emphasis on environmental issues.
3. Environmental	3.1 Awareness of the thought that man is not the dominator of nature, but a beneficiary of it. 3.2 It portrays the world view, affected in values, beliefs, attitudes and moral positions in relation to the conservation of the environment; 3.3 Overcoming the dichotomy of man and nature. 3.4 Understanding of the population about the true meaning of the word sustainability. 3.5 Relation of maintenance and reconstruction of natural resources, based on the ethical commitments of sustainability.
4. Institutional	4.1 Institution of models by an evaluating team through a bank of feasible ideas. 4.2 Standardization of execution of administrative principles. 4.3 Standardization, through specializations and union of similar public bodies responsible for the environment in the governmental spheres. 4.4 Development of public policies for transformative education with the inclusion of Socio-environmental Education in school curricula. 4.5 Establishing priority in studies addressing innovation and sustainability in integrated development actions.
Integrative discussion channel	

Source: Elaborated by the authors.

4.3 Criticism about the discourse of society aiming at the socio-environmental balance

Social paradigm is exclusionary of the individualistic character, a dominant view of humanity centered on attentions and lack of concern for the uncertain future. This requires a self-assessment of anthropocentrism similar to colonialism, in which behavior and lifestyle oriented toward personal achievement are called into question. People should be included as responsible as citizens and never as simple spectators of what the community rejects. The actions in *start* is followed by critical sense, evaluating the relations of cause and effect. The integrated view of co-responsibility must have a significant impact on individual awareness and attitudes, in addition to the whole. They are feasible considerations of the protagonists of the transformations for the

emerging future that result in a real and sustainable balance.

The economic paradigm implies the support of capitalism, values of society and imbalance; it represents the cause of the socio-environmental collapse, reflected in the alienation and submission of the conditioned social agents to march in the decisions of the dominant class, becoming slaves of this setting. In this context, nature is seen as an object of transformation, reversed in monetary value, bringing with it the gradual elimination of resources, causing an imbalance. It produces an area of social and cultural exclusion and environmental externalities as a result of the devaluation of nature, of over exploitation, degradation and disintegration of natural resources, without proper internalization of the damages caused by the processes of production and consumption.

The environmental paradigm reflects on the belief of the right to life, challenging the rivalry between conservation of the environment and exclusively economic interests; it serves the discipline for the conquest of the human space in the face of that feeling of domination over the nature common to all who inhabit the Earth; its premise will then be the very relation of exchange of the attributes of integrated enjoyment. By this paradigm, the exploratory process of excessive production and reproduction of the environmental resources of capitalist interest. How to deal with this question if what we see is a competition between the rational being that properly dictates the rules and the irrational that only receives the consequences of human actions, without being able to manifest itself.

The institutional paradigm concerns political, structural and organizational issues; it refers to inert governmental positioning. The reality is of a scenario in which the population is discredited of the public policies, where the representatives misuse the money and it is left at the mercy of luck, this is how the challenge for the governmental representatives is, to break this paradigm and to foment its action of form integrating with society, with a holistic and dynamic vision for all sectors to create effective socio-environmental balance measures, since society urgently needs leaders who are capable of overcoming sectoral barriers and personal interests and who face reality having in mind the future generations.

As we can see in the discourses, with the allusive social paradigms, the pillars of social-environmental relations tend to develop in isolation. This stems from the human behavior of acceptance of the set of principles, and from positions outside the critical thinking of the form. It is worth saying that this phenomenon breaks valid paradigms, and refers the beneficiary to the impediments for reconstruction and empowerment. So much so that Pedro Filho (2009) recalls the maxim that one can not accuse the poor of degrading the environment where they live, since it is from there that they extract their subsistence; and the author proclaims that strategic paradigms should be promoted rationally, erected from sustainable practices, in the light of the socio-environmental balance, through a conservative and preservationist philosophy.

V. CONCLUSION

The paradigmatic concepts should not subsist under the individualist seal, but rather exposed to the circular thought that reshapes them. This is a time when the virtues of an ontological, epistemological and axiological character are revealed, with sustainability as a common route. The design of this study and the results of this research can serve as a basis for new insights guided by institutionalist theory; criticism and social discourse

dynamize the concepts of theoretical and conceptual revision, in the daily dialectic of monitoring in socio-environmental management. Here the result answers the research question, when it refers to proposals for reflexive actions that drive socio-environmental strategic paradigms through circular thinking. The model currently followed by social actors, as described in the literature review exposed in this task, indicates that they do not correspond to the ideal behavior. The race for consumption above nature's carrying capacity, the armed confrontations between nations, and the accumulation of wealth under the control of minorities still causes catastrophes. It is clear that the meaning for the social interest remains against sustainability. A study like this one extracted from the academy can encourage an emergent position in the relation man and nature, subsidizing reflexive actions of convergence. In this essay emphasis should be given to the production of knowledge without ideology, thus contributing with effectiveness in the construction of pillars for sustainable strategic paradigms of social, economic, environmental and institutional interest. This study may be of interest not only to the academy that proposes it here, but also to others involved with the cause that is instigating the course of ethical responsibility among nations.

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