

HISTORY OF PERSONAL VALUES IN ARABIC COUNTRIES

Ali M. H. Alqadre

*Research Scholar, Department of Business Administration, Faculty of Economics and Administration, University
of Kastamonu, Kastamonu, Turkey*

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ABSTRACT

That attention to the study of values enabled the establishment of a building or an integrated perception through the answer to many questions such as: What personal values to be studied? How do you organize? And how was it measured? And its origin ... etc.? It is also possible to study the values in society to determine the ideology or general philosophy of this society. Values are only a reflection of the way people think about a particular culture and in a given period of time. It also guides the behavior, judgments, and attitudes of individuals in relation to desirable or undesirable forms of behavior in the light of norms and standards set by society. Values exceed the immediate goals of behavior to determine the optimal goals in life. In the words of Rokeach, it is an important indicator of the quality of life, the level of advancement, or the urbanization of any society. In this paper, the researcher seeks to shed light on the value system of the Arab society to determine its characteristics and knowledge of its orientations in order to benefit from it in establishing relations and development projects with other countries in the world.

KEYWORDS: *Personal Values, Arab Value System*