



## The Quantum Theory of Finance in the Light of Maslow's Theoretical Explanation of Human Needs

**Nadeem Abbas Haider\***

*Dream Foundation and Research Center, Pakistan*

**\*Corresponding Author:** Nadeem Abbas Haider, Dream Foundation and Research Center, Pakistan.

**Received:** May 22, 2019; **Published:** June 19, 2019

### Abstract

The present study uses a method of reviewing literature in order to link the theory of Maslow with creative discouragement of people especially in collective societies. There are significant social and professional barriers those one should navigate in order to earn success in the field of showbiz. However, a person should consider creative engagement as a side business and he or she should not compromise his or her physiological survival due to overzealous commitment to a business of creativity.

**Keywords:** Finance; Business; Human

### Introduction

Maslow explains that needs of humans are basically dynamic in nature and therefore, they change with the evolution of people's professional, social and familial lives. However, this paper ponders that money would remain as the basis of key operations those a human may aim to complete. All needs of sexual, vocational and social stature could translate into a sum of money at a quantum level and one could understand every requirement of living as some units of finance [1].

### Literature Review

Many people do not learn to lessen their love for money over time, because they have social programming that does not allow them to think beyond physiological needs of life. Wealthy people in collective and less developed societies may work in order to increase their security due to the presumption about presence of negativity in the community [2]. However, sexual needs become prominent in one's life at some point and collective societies are in mostly masculine in nature and therefore, males would consider wives and girlfriends as "physiological trophies" [3]. Need of physical love would rather create a sense of accomplishment in the people and they would wear fancy clothes and watches while living in luxurious houses with stunning wives to physically convey the feel of accomplishment [4]. The sense of happiness in collective societies does not become a social concept and people would

not move in order to taste the elite personal experience of self actualization. Surrounding individuals do not have the creative and aesthetic sense in order to respect and promote creative abilities and therefore, a person could not exercise his or her creativeness due to lack of relevant motivation and social support. One could not reach the level of self actualization, because rest of the society could not basically appreciate inspirational competencies of a person [5].

### Findings

Behaviorally, one needs to practice his or her success in a socially relevant manner, but humanistic tendencies would drive an individual to respect and process his or her creative abilities practically. Poor social environment of the society would put physical survival of a person in danger and he or she would revert back in order to preserve his or her physiological stability and therefore, creative abilities may die an unnatural and socially enforced death. Creativity is a social concept and people would accept one's creative tendencies in order to increase a person's potential of earning success in the relevant fields [5]. However, developing nations do not have the inspirational power to respect and motivate creative potential in people and therefore, lack of support from families and friends would destroy one's creativeness for sure.

### Behavioral Recommendations

This paper recommends that self actualization is an obscure and esoteric concept in the world of developing nations and therefore,

one could not pursue a formal career in the field of creative works. However, a reasonable investment in creative market would not do any harm to a social and physiological survival of a person and an individual should not show an unbalanced level of commitment to the goal of engaging in imaginative works [5]. Creative works are not going to fill one's belly and that is a bitter reality of the developing world due to poor aesthetic sense in the general public.

### Conclusion

One could not develop as a creative professional in an emerging society, because collective features of the community are stronger and one should affirm his or her physiological survival through familial and relational elements. A creative person could not live a stable and prosperous life as people would consider him or her an outcaste and familial and social support would ridiculously decrease for an individual filled with creativity. Senior artists would also have their physical survival in danger and an emerging artist would have to invest his or her wealth to gain a basic level of entry into the industry, but due to physical challenges, a person would quickly decide to pull out of the market. Sponsors would not support emerging talent, because of shared disapproval for creative profession and one needs a painful level of professional commitment to earn minute degree of vocational effectiveness and respect. In other words, creative abilities could not become a formal source of earning for a person and one should pursue creative venue as a supportive personal operation in collective cultural settings.

### Bibliography

1. Lee JM and Hanna SD. "Savings goals and saving behavior from a perspective of Maslow's hierarchy of needs". *Journal of Financial Counseling and Planning* 26.2 (2015).
2. Drakopoulos S and Grimani K. "Labor earnings reductions, happiness levels and needs hierarchy". *International Journal of Wellbeing* 7.1 (2017).
3. King-Hill S. "Critical analysis of Maslow's hierarchy of need. The STeP". *Journal (Student Teacher Perspectives)* 2.4 (2015): 54-57.
4. Kim JE., et al. "Decoding fashion advertising symbolism in masstige and luxury brands". *Journal of Fashion Marketing and Management: An International Journal* (2018).
5. Ye T and Robert Jr LP. "Does collectivism inhibit individual creativity?: The effects of collectivism and perceived diversity on individual creativity and satisfaction in virtual ideation teams". In *Proceedings of the 2017 ACM Conference on Computer Supported Cooperative Work and Social Computing (2017)*: 2344-2358.

**Volume 2 Issue 7 July 2019**

**© All rights are reserved by Nadeem Abbas Haider., et al.**