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LEADER OR MANAGER

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Resume – In the modern world it isn't enough to be a manager, it needs to be a leader for successful management of a company and project teams. Each leader has a specific set of skills that inspire the team to follow him. We can say that these qualities are different in all branches of business. Today, there is no clear answer to the question whether leadership qualities are inborn or they are developing. We conducted a survey and found out which skills are important for a leader in all industries.

Резюме – В современном мире недостаточно быть менеджером, нужно быть лидером для успешного управления компанией и командами проектов. Каждый лидер обладает определенными набором навыков, которые вдохновляют команду следовать за ним. Мы можем говорить, что эти качества различны во всех отраслях предпринимательства. На сегодняшний день нет четкого ответа на вопрос, являются ли лидерские качества врожденными или они развиваются. Мы провели опрос и выяснили, какие навыки важны для лидера во всех отраслях.

Introduction. There are high requirements for managers in modern economic conditions. In a market economy, a modern manager should possess a number of important qualities and abilities. The effectiveness of a manager is determined by his personal qualities and interaction with a team.

In order to clearly understand the purpose of work, you need to know who a manager is and what abilities he must have. First of all, a manager is a person who is officially responsible for the functions of team management and organization of activities. In contradiction to a leader, a manager has formally regulated rights, duties and represents a team in other organizations [1].

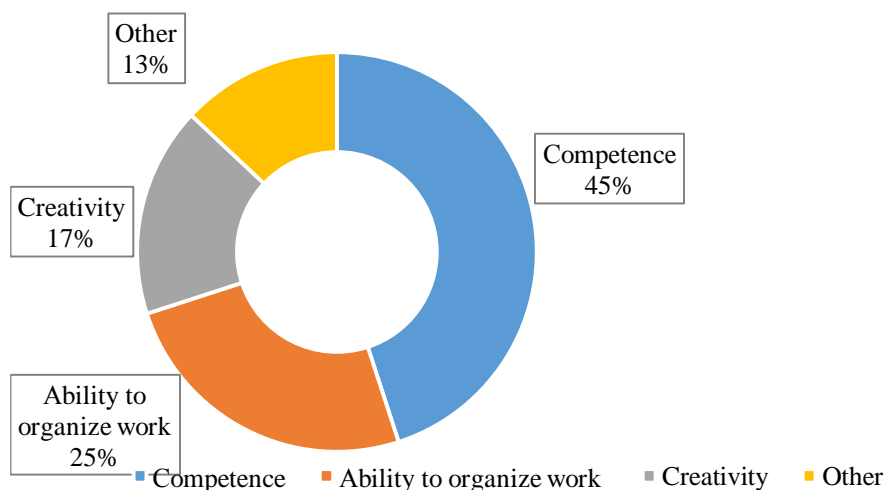
Main part. We have compiled a general image of a modern manager, relying on the indicators of a sociological survey. The key of the research was a personality of a manager and his qualities, belonging to the group of special abilities and necessary to achieve positive results. The survey involved the owners of industrial enterprises and stores, government officials, accountants. The respondents were tasked to prioritize the qualities of a modern manager: morality, competence, flexibility, creativity, ability to organize, communicability and HR-skills.

According to the results of the survey, we were able to identify three necessary characteristics of a modern manager: competence, ability to organize and creativity. Picture 1 shows the results of the research.

1. According to the results of the survey, 45% of respondents answered that a modern manager should have some competences. According to his/her position, a manager must be well-educated in a particular working area, in the fundamentals of modern economics, law. And taking into account the specifics of his/her activity, he/she should be keenly aware of philosophy, pedagogy, psychology, etc. A manager should be a good speaker and communicator.

2. According to 25% of respondents, the ability to organize work plays a second role for a manager. Currently, one of the central tasks that managers have to perform in their teams is the creation of conditions for the activity, initiative, creativity and the development of labor motivation of employees. He is required to organize work of his subordinates in accordance with goals of an organization, he needs to understand motives of people's behavior. The higher the level of work organization, the higher its productivity, economic and psychological position.

3. According to the survey, 17% of respondents believe that in modern conditions creativity and its factors are determinants of successful management activities, as they contribute to a quick decision-making, development of original strategies, introduction of innovations and implementation of other significant management functions.



Picture 1 – Research results. Source: author's development based on a survey
Source: Own elaboration.

Despite the fact that creativity closes the top three characteristics, according to respondents, it determines the development and growth of a company. Launching new products on the market is due to the creativity of a manager and his ability to use management skills. In order to develop a new project, a manager must not only have creative abilities and thinking, but also skills to encourage initiatives and new ideas from his subordinates [2].

In this way, the research shows desired human qualities of a manager of an organization of any form of ownership. Every manager is an individuality [3]. It will be wrong to say that everyone should have the above qualities. For example, personality traits such as sincerity and tolerance, which are professionally important for a manager, are not entirely adequate to the company's accountant, and the ability to perform routine work will distinguish the manager in the bureaucratic management system from a manager of a commercial enterprise [4].

Conclusion. The presence of competence, creativity, and other managerial qualities mentioned above would greatly facilitate work of subordinates and improve the performance of an organization as a whole. Self-improvement and creative growth is the key to the success of a manager in an organization, where people, conditions of their activities and requirements are constantly changing.

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TECHNOLOGIES OF INDIVIDUAL INFLUENCE ON NEGOTIATORS

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Resume – The paper studies some technologies of individual influence on the consciousness and behavior of a participant in negotiations.

Резюме - В статье рассматриваются технологии индивидуального воздействия на сознание и поведение участника переговоров.

Introduction. Technologies of individual influence on the chosen participant of negotiations are usually presented in psychological operations by four main types:

- information management technologies,
- effective communication,
- perception management,
- management of psychological state.