

Section: Management and governance

KOSHMAK ALINA OLEKSANDRIVNA

student of Kyiv National University of Trade and Economics

Kyiv, Ukraine

THE TOP MANAGEMENT QUALIFICATION AS A KEY TO THE DEVELOPMENT OF BUSINESS ADMINISTRATION

Leadership is the ability whereby people are capable to achieve things they don't think are possible. Managers are able to organize work process effectively, to inspire people based on a common vision and create an environment where people feel valued and fulfilled. Effective guidance provides the vision and motivation to a team and therefore they work together toward the same goal. Subsequently, people could understand the talents and temperaments of each team member and effectively motivating each person to make individually contribution for achieving the group intention. In my opinion, leadership is about three things: to listen, to inspire and to empower. If someone's actions inspire others to dream more, learn more, do more and become more – you see a true leader.

Ukraine has not yet made significant progress in theoretical and practical development of management. The outdated structures of management and government are reorganizing by using the Western model of governance. However, the mechanical transfer of management concept from one socio-cultural environment to another and a blind copying of experience of the particular countries are practically impossible and leads to negative economic and social consequences. The main task of management is to create an organizational culture of creative innovation climate that stimulates employees to innovation. I think that managers should be initiators in the implementation of technological and organizational changes. Therefore, the most important factor for success is a continuous theoretical and practical training executive of a new

type: a highly professional, a competent in a wide range of economic, social and technological issues, with a high sense of responsibility for the results of the company.

The relevance of searching a qualified leadership in modern economy is the most important mission for every person who lives in Ukraine. The generation "Y" is people of values, dreams and vision of the new Ukraine. Youth has a new vision of a society, of the economy, business, relations in the collectives and concepts of effectiveness management. Today's employers are looking for new strategies to remain competitive in the process of recruiting new talent. The problem of modern Ukrainian entrepreneurship is the lack of professionals in management that would have complete commitment and also would be fair and honest. Therefore there exists a need to determine the characteristics which should be inherent to a new generation of leaders [1, p.78-85].

The destruction of old stereotypes - one of the most important tasks of managers preparation of a new type, but it is the least developed both scientific and practical terms. The social and political system, and the system of economic governance were changed and new forms of ownership were appeared.

I believe that the conditions for the formation and promotion of leadership traits in humans should be established since childhood. And also it is necessary to give children and young people to take responsibility, act creatively and independently, but within certain rules. For this purpose is very important to elaborate programs for consecutive positive development of managerial skills, because leadership include culture of everyday communication with the environment that will be useful and easy for any person.

Developing leadership qualities can take place by administration leadership course as a separate subject in higher education institutions. This will enable students to get acquainted with the historical development of this area of science, the experience of its use in foreign countries, methods, principles of

good governance. No less important role played by such sciences as psychology and pedagogy. The knowledge of their laws in combination with high professional skills and knowledge is the key to successful management activities as it applies to any business scope and enterprises of different ownership.

Manager of the future - is the one who freely takes management decisions and takes responsibility, shows a leadership skills, including natural talent to motivate and persuade his environment, and the one who has the capacity for conflict prevention. In my opinion, the main factors that create true leader are:

- 1) culture and education that affect the correctness and professionalism of decisions;
- 2) the ability to overcome stereotypes, because the leader must be able to rise above traditional values;
- 3) the knowledge of his hidden potential.

Creating an inspiring vision of the future provides direction, sets priorities, and provides a marker, so that you can tell that you have achieved what you wanted to achieve. To create a vision, leaders focus on an organization's strengths by using tools such as Porter's Five Forces, PEST Analysis, USP Analysis, Core Competence Analysis and SWOT Analysis to analyze their current situation. Moreover, managers always think about how their industry is likely to evolve, and how their competitors are likely to behave. They also determine the path for the implementation of successfully innovations, and generate their businesses and their strategies to succeed in future marketplaces. The Scenario Analysis help people to test their visions by appropriate market research and by assessing key risks in using different methods[2].

Therefore, the management science has a proactive approach in problem solving, allocation of responsibilities, looking ahead, and seeking continuously to enhance. Leaders have to make their visions compelling and convincing, if they want to achieve the necessary result. A convincing strategy is one that team

needs to see, feel, understand, and embrace. Good leaders provide an objective picture of how the future will look like when their visions have been realized.

I should determine that highly professional managers link together two sundry expectations: the expectation that hard work gives the fruits of labor and the expectation that good results lead to beguiling rewards or inducements. This motivates people to carry out tasks more efficiently to achieve success, if they really expect to enjoy rewards – both intrinsic and extrinsic – as a result. I think that the individual character traits of a successful leader should be:

- attempt and ability to influence other people;
- high moral standards;
- quest for success, physical and psychological health;
- confidence;
- caring for others;
- communication skills;
- optimism and selflessness.

It is particularly useful to determine the spheres of leader's expert influence, because people admire and believe in what leaders do. Managers have earned the right to ask colleagues to listen and to follow them, if the team has credibility and confidence in their leader. This right makes the leader's work much easier to motivate and inspire the people they guide.

In this way, leaders can also stimulate and influence people through their natural charisma and attractiveness, and through other sources of authority, such as privileges in receiving bonuses or entrust tasks to subordinates. However, intelligent leaders do not rely way over on these forms of power to motivate and inspire others. Leaders should provide workflow which efficiently implement the main idea either by themselves, or by a responsible manager or team of managers to whom the supervisor delegates this liability. Every head need to stand surety for successfully performed work to achieve the principal goal[3].

I consider it necessary to organize effective management in the national enterprises, to create a common concept of a team unity, mutual assistance in order to achieve the overall result. It is important to establish the generally accepted striving to make our country better than yesterday, because a high-level economy and stability in Ukraine are the priorities at the present time and for the future.

Consequently, the art of management is the ability to organize the workflow so that to achieve the goals for the company or the economy as a whole. Individual and team enhancement are important activities followed through by transformational managers. The great leaders must first understand a team dynamics to develop co-workers. A leader will then guarantee that team members have the essential skills and abilities to do their job efficiently and bring off the assigned tasks. They do this by providing and obtaining feedback regularly, and by specialized training and coaching subordinates to refine individual and team performance. Manager also has an important purpose to looking for leadership potential in others people. You build an environment where you can continue success in the long term by attaining leadership skills within your operation. And that is a true measure of great leadership.

References:

1. Skibitska L.I. Leadership and style of the manager's job Tutorial. - K.: Center of educational literature, 2012. - 192 p.
2. An article «What is Leadership?» - [Electronic resource] - Access: https://www.mindtools.com/pages/article/newLDR_41.htm
3. An article «33 Ways to Define Leadership» - [Electronic resource] - Access: <http://www.businessnewsdaily.com/3647-leadership-definition.html>