

Ключевые слова: социальная личность, составляющие социальной личности, социальная установка, социальная роль, ценности, дошкольники с нарушением зрения, социальная депривация.

Chernikh L.A.

Social personality of preschool children with visual impairment

The article analyzes the concept of «social identity» in domestic and foreign scientific literature. Determined the feasibility of using the term «social identity» in social psychology, which examines the social and personal aspects of the individual in the group (society). Were highlighted components of defined phenomenon (social and personal) and were considered each of the components of composing of social identity. It is proved that the social component elements include socialization: social guidance, personal meanings, social identity, the individual values, which were learned person, norms, cultural ideals and social role of communication. Personal component includes the following components: the structure of the individual, individual-typological features (temperament, character, skills, directionality of personality), various areas of personality (cognitive, emotional and volitional, motivational need), beliefs, views, worldview, interests and inclinations, desire, attraction, consciousness (self-determination, self-affirmation, self-esteem), self-concept, identification of sex role, lifestyle and behavior. The article was conducted the theoretical analysis of each component of social and personal component parts. As social component formed in early childhood, age of preschool child is the sensitive age for social component formation and for the personality traits formation. Indicated that social identity of the child of preschool age with infringement of vision, formed with certain features, which are caused by pathology of vision. Considered the features of formation of social and personal component preschoolers with visual impairment. Identified causes of distinctiveness of personality of children with defects of vision. Proved that vision operates at three levels: sensory (feeling), perceptual (perception) and upperperceptual (imagination). Considered the leading functions of vision which contribute to the development of the personality of a child. Indicated that the ability of children to use their vision according to his condition largely determines the success of their social adaptation. It is proved that early psychological and pedagogical assistance will promote adequate interaction with the social environment and will promote social formation of the child with violation of the visual analyzer.

Key words: social personality, components of social personality, social attitude, social role, values, preschool children with visual impairment, social deprivation.

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Chubova I.I.

THEORETICAL MODELS OF EFFECTIVE PERSONAL STYLE OF ADMINISTRATIVE ACTIVITY OF THE HEAD

The article discusses the basic concepts of the head of the person and established the existence of different approaches to the development of a theoretical model of personality development manager and the effectiveness of

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individual styles of its management. We analyzed the main personality traits, professional features that characterize a successful manager.

The structures of personal properties of subjects of management of domestic and foreign researchers. The basic individual leadership styles, social and psychological factors and conditions of development operations manager, the basic functions of the expert management area.

The estimation of the level of effectiveness (success) management team, the professional skills of managers in accordance with the professional qualification requirements for the post of the head; official duties outlined in the job description; the criteria on which the assessment takes place.

It provided scientific and practical recommendations for the implementation of the social and psychological conditions and factors for effective management.

Key words: *leader, leadership, organization, management, administrative activities, individual leadership styles.*

Problem definition. The current social situation of the development in our country is characterized by changes in different spheres of society in general and the functioning of various organizations in particular. Activity of any organization is defined by professionalism of its staff and, above all, of its chief. No wonder that studies of psychological and socio-psychological foundations of professionalism of modern chiefs of various levels is generates interest of both foreign and native researchers.

One of the conditions of effective management formation of chiefs in organizations is changes in management models. The large number of managers drives the need for considering different models of management.

The effectiveness of fulfillment of management functions, acceptance and implementation of management decisions is defined by the level of chiefs' professionalism.

Interaction between the chief and subordinates is studied mainly in the researches of leadership style, which refers to a holistic relatively stable system of methods of influence on the staff, which has an inner unity and provides fulfillment of functions within certain conditions. The subject of management is considered here in the system "chief - staff", the total set of actions of manager at all stages of his work from the formulation of the problem to the assessment of the decisions concerning all members of the staff is analyzed. However, the interaction between the chief and subordinates change its content at different stages of management.

Thus, consideration of common theoretical models of chief's management helps in estimation, improving the efficiency and professionalism of leadership.

Analysis of the recent researches and publications. Different aspects of professional activity of management subjects are in the focus of the researchers. They are analyzed both within the domestic and foreign psychology and pedagogy, and in

management theory (K.A. Abulkhanova-Slavskay, L.I. Anciferova, A.A. Derkach, A.L. Zhuravlev, V.G. Zazykin, T.S. Kabachenko, I.A. Korchemnyy, N. V. Kuzmina, B.F. Lomov, A.K. Markova, J. Raven, G. Simon, D. Smithburg, V.V. Sysoev, V. Thompson etc.)

Theoretical basis of the study of professionalism was developed in the works of B.G. Ananiev, A.M. Gurevich, K.K. Platonov, S.L. Rubinstein, B.M. Teplov, V.D. Shadrykov etc. The issue of professionalism and professional competence acquired the greatest importance in the social psychology (O.S. Anisimov, A.A. Bodalev; A.A. Derkach, V.M. Dyachkov, V.G. Zazykin, E.V. Selezneva etc.), industrial psychology and professional development psychology (E.A. Klimov, B.F. Lomov, L.M. Mitin, E.I. Rogov, V.A. Tolochek etc.), psychology of professionalism and professional formation (L.M. Korolev, R.L. Krichevsky, N.V. Kuzmina, A.K. Markova, A.S. Ognev etc.) The works of E.A. Bodrov, E.M. Borisova, A.K. Markova, I.M. Nossa, J.E. Pisarenko and other researchers there were identified approaches to the structure of professional abilities, including the formation of profiles that are determined by the nature of professional and managerial activity.

Presentation of the basic materials and results of the research. Let us turn to the analysis of concepts of the chief's personality, in the result of which there was established the existence of various approaches to the research of theoretical model of personality's development and efficiency of the chief's management. Except the psychological approach that promotes the importance of appropriate professional features, manager must have distinctive personal qualities which ensure success of management [7, 8, 9]. In addition, there can be defined the list of these qualities for a particular position. Typical systems of chiefs' assessment include sets of professionally important qualities (V.L. Marishchuk). The chief's features were most widely described in the works of O.V. Gorlov, A.L. Zhuravlev, O.I. Kitov, G.A. Nefedov and A.M. Omarov.

A.I. Kitov in the structure of personal features of the chief identifies four substructures: managerial abilities, political features, professional features, organizational features. And within each of these groups he describes separate completely different in nature and level constructs.

The competitive approach is similar in content to the above mentioned approach [4, 5]. It implies the existence of specific personality characteristics or a certain level of common features in chiefs that distinguish them from other people. Search for these personality characteristics is carried out through comparing the group of chiefs and people who are not included into this category, successful and unsuccessful chiefs of different official levels. In the structure of the chief's personality it selects administrative and organizational skills, moral and ethical characteristics, intelligence, professional skills, social orientation, motivation.

The partial approach, formed during the practical activity of psychologists, asserts correction of personal ways of orientation in the environment [9, 11, 15]. Formation of the chief's personality is indirectly associated with development of

individual operations and activities included into the managerial activities with psycho-correction of relations' system. At the same time a special attention is paid to the study of cogitation development and the creation of algorithms for solving managerial tasks.

The engineering-psychological approach is reflected in the analysis of management systems and considers the chief as the person who makes decisions [45]. Intensive development of his approach is undertaken in the works of B.F. Lomov, O. Galaktionov, G.M. Zarakovskiy, A.O. Krylov and A.V. Filippova. This approach is limited by the study of psychological processes of operation data by the chief and his individual characteristics that are manifested in the management.

The reflective-value approach (Y.D. Krasovskiy) examines the chief's personality through the formation of his reflective-value management concept. The chief's ability for integration manifests itself in the formation, reflection and self-correction of his own management concept (O.I. Kitov, S.M. Belozarov), which consists of a series of interconnected "conceptual models" of activity. It is a special kind of program of implementation of the strategic plans of the chief.

Numerous studies of the chief's personality were carried out in the socio-psychological approach. There was developed and empirically demonstrated different patterns of the personality of chief of production organization (R.B. Hitelmaher, A. L. Zhuravlev, D.P. Kaydalov, O.I. Kitov, O.G. Kovalev, B.B. Kosov, J. S. Mangutov, B.D. Parygin, V.F. Rubahin, E.I. Suyimenko, L.I. Umansky, O.V. Filippov etc.), the impact of the chief's personality on the effectiveness of management was studied (O.M. Zalenina, L.D. Kudryashova, V.S. Lazarev etc.), organizational capacity and orientation of the chief (Y.M. Emelyanov, T.A. Zagruzina, Z.K. Shaukenova etc.), prediction of professional development (S.D. Nekrasov, L.A. Yasyukova etc.), management interaction and influence (L.M. Aksonovska, O.G. Shestakov etc.), social-perceptual processes in management (N.V. Volkova, R.B. Hitelmaher, V.A. Polukhin, E.P. Shevelyeva), role conflicts (S.I. Yeryna) and socio-psychological orientation (T.U. Bazarov).

While developing the theoretical model of chief's personality, the especial meaning is given to the study of patterns of variability of management style. Using the methods of multivariate statistical analysis, there was investigated the change of style corresponding to the promotion of the chief through the levels of organization's hierarchy [7, 8].

The development of socio-psychological approach, including significant experiences in the field of modeling of the individual and chiefs' activity contributed to the appearance of situationally-complex (O.V. Filipov), factor (R. L. Krichevsky, O.V. Malinowski, A.V. Marzhine, M.M. Ryzhak, S.S. Frolov, E.P. Utlyk), functional (A.L. Zhuravlev, A.G. Kovalev, K.K. Platonov, N.V. Shorokhova) and image-building (A. A. Romanov, I.O. Fedorov, V.M. Shepel) approaches that contributed to the formation of the concepts of the chief's personality.

The situational-integrated approach considers the driving forces of the development of chief's individuality in various management situations and life events

[5, 7]. O. Filipov defines complex (activity's assessment to the full extent of its functions) and local (assessment of one function) prediction and expressive assessment to study the mechanisms of the development of chief's personality.

Analysis of the impact of individual factors and conditions on the development of chief's personality in management involves the factorial approach. The researchers study groups of factors.

The functional approach is implemented in the study of the activity of masters and works manager of production organizations [8, 13]. According to A.L. Zhuravlev, the study of chief's individual should be based on two methodological grounds:

1) according to the structural and functional organization of his activity, specifying certain requirements for the chief's individuality;

2) the content of the chief's personality is important to be considered as a set of interrelated substructures in a coherent structure of personality.

The combination of the above mentioned substructures of the chief's personality defines the typology and personal originality of chief's ("chief-political leader," "chief-specialist", "chief-organizer", "chief-mentor").

The study of the individually-personal features and creation of technologies of the formation of chief's image that correspondent to the conscious and unconscious needs of a particular social group is characteristic for image-building approach. The authors identify main individually-personal qualities, which a leader who is trying to be successful should have: strength, generosity, fairness, authoritativeness, kindness. The main failure of this approach is that fact that by creating an image of an ideal chief, the authors focus on only external characteristics.

An intensive formation of the economic-psychological approach to the study of psychological patterns of economic behavior of different types of chiefs takes place with the change of patterns of ownership [5, 8, 9]. Attention is focused on the development of the structure of personality of the chief-business, his value and economic orientations (V.O. Haschenko), motivation and responsibility (E.D. Dorofeev), business activity (A.L. Zhuravlev, V.P. Poznyakov), subjective economic status (A.L. Zhuravlev), psychosocial identification (M.O. Kiselev), presentation of the phenomenon of trust (V.O. Sumarokova), personal qualities (E.M. Syvaschenko), self-esteem (S.O. Matoshchuk) and attitude to the change of pattern ownership (M.V. Kiryuhina, M.E. Kolesnikova).

Analyzing the current researches of personality of the staffs' chiefs, who are working on the conditions of new patterns of ownership, there was found significant changes in the socio-psychological mechanisms of formation of their authority. Specifically, A.L. Zhuravlev and V.P. Poznyakov note:

- understanding of the main types of chiefs' competencies significantly changed, when economic and legal competence is preferred, and importance of pedagogical and moral features, professional competence of chiefs, their level of education and general culture is reduced;

- increasing of the importance of economic values in the structure of value orientations of chiefs;
- increasing social sensitivity of members of work collective to financial income of their chiefs.

In addition, there were established relations between the income of workers and their assessments of the chief's personality (M.V. Volkov, V.A. Polukhin, R.B. Hitelmaher).

The integrative approach involves identifying of the deep psychological mechanisms that integrate individuality and activity of chiefs. [5] At the same time the features of management of a particular chief is determined by integral and functional qualities (R.H. Shakurov), the total integral capacity for management (L.D. Kudryashov), "self-concept" (E.V. Egorov, A.A. Chechulin), features of professional self-consciousness (S.V. Kosheleva).

The acmeological approach is aimed at developing the job descriptions of different types of chiefs, structures of chief-professional in the relation to the way of the world, psychologico-acmeological model of formation of professional self-identity of the chief's personality [6, 12, 13].

So, the above mentioned classified psychological criteria and indicators of functional efficiency of the chief, corresponding to the developed structure of successful management:

- 1) subjective, that aims to assessing the level of awareness of oneself by the subject of the management;
- 2) active, which involves assessing the level of the development of managerial abilities and personal and professional potential;
- 3) objective, in the basis of which there is severity and adequacy of self-assessment and evaluation the chief by the subordinates;
- 4) professional, focusing on the assessment of the level of the development of professionalism, personal and professional components of the chief's development.

Psychological nature of the work with the reserve staff is to create objective and subjective social-psychological conditions for productive disclosure of the personal potential of promising management subjects, to provide the progressive individual and professional development, to increase personal potential.

Assessment of the level of efficiency (success) of the management team, professional skills of managers was made using the technique "360 grades" (L.O. Stepanova) in one of the departments of the company (N = 10) in two steps: 1) the assessment of 10 employees by the chief according to 4 criteria of professionalism, 2) self-esteem of each employee according to these criteria. Processing of the results was carried out in the form of: 1) the calculation of the total assessment, given by the chief to each employee for each criterion based on weight criteria, 2) the calculation of the final ranking of competitiveness employees as a result of all estimates.

As consequence of the assessment of the employee's professional skills by the chief, the following information, which is reflected in the table 1, was received. In

particular, there was given results of the assessment of the employee X, where his indices in four criteria of professionalism and integral average score (20.63) is presented. The highest score this specialist shows in the parameter "interpersonal competence" (23.00), the lowest - in the parameter "professionalism in management" (17.82). Therefore, the professional development of successful management of this specialist has to be developed considering these issues (training). Thus, on the basis of weighting coefficients there were obtained assessments of nine other employees by the chief, and there were found their ratings and managerial advantages.

Psychological conditions of the development of professionalism in management includes conditions that determine his professionalization, the process of his emergence as a professional: a) choose of occupation by a man on the basis of his own capacities and abilities; b) adoption of the rules and regulations of the profession; c) awareness of oneself as a professional, d) enrichment of own professional knowledge and skills gained through adoption of experience in this field. From the point of view of the development of the manager's professionalism, a personality must continually develop, change in order to adapt to new challenges.

Conclusions. The analysis of the above mentioned approaches to the concept of the chief's personality shows:

- analyzed approaches are based on the author's notion of personality's structure, mechanisms of his changes and psychological demands to the chief;
- the authors do not have unity in the definition of a multi-component structure of the chief's personality;
- most of the models were developed based on the research of the chief's individual of primary workforce and do not reflect the changes taking place in today's society;
- significant impact on the development of methodology of personality structure of the chief was made by the classic model of personality that have been designed by B.G. Ananiev, O.G. Kovalev, V.S. Merlin, V.M. Myasishchev, K.K. Platonov, N.I. Reynvald, S.L. Rubinstein and L.I. Umansky;
- the current stage of the study of chief's personality is characterized by the transition from descriptive models to integrated ones when generalized concepts of personality with a consistent description of the management development of the chief and searching for the integral bases of his personality structure replace the fragmented researches;
- the tendency to search for the core of personality structure of the chief appeared;
- in understanding the phenomenon of the chief's personality psychosemantical, autobiographical, experimentally-psychological, clinically-psychological and secular approaches got underdevelopment.

As scientific and practical recommendations there were formulated the following proposals: there was proposed to optimize professional activities in the organization on the basis of psychological services, using psychological assessment,

which includes: 1) formation of the reference model of competencies of managers and specialists of the company; 2) formation of criteria and indicators system of psychological assessment; 3) on this base the specification job analysis of management; 4) implementation of a complex methodology of professional assessment of managers' professional competence.

Prospects for further researches in this area provide a deeper study of the socio-psychological approach to optimize the profession through new methods of psychological assessment that contribute to the solution of organizational and methodological problems, related to the professional development of the staff.

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Чубова І.І.

Теоретичні моделі ефективності індивідуальних стилів управлінської діяльності керівника

У статті розглянуті основні концепції особистості керівника та встановлено наявність різноманітних підходів до розробки теоретичної моделі розвитку особистості керівника та ефективності індивідуальних стилів його управлінської діяльності. Проаналізовано головні якості особистості, професійні властивості, що характеризують успішного управлінця.

Представлено структури особистісних властивостей суб'єктів управління вітчизняних та зарубіжних дослідників. Виявлено основні індивідуальні стилі керівництва, соціально-психологічні чинники та умови розвитку діяльності керівника, основні функції фахівця управлінської галузі.

Здійснено оцінку рівня ефективності (успішності) управлінської команди, професійної майстерності управлінців у відповідності із професійно-кваліфікаційними вимогами до посади керівника; посадовими обов'язками, викладеними у посадовій інструкції; критеріями, за якими відбувається оцінка.

Надані науково-практичні рекомендації із впровадження соціально-психологічних умов і чинників розвитку ефективної управлінської діяльності.

Ключові слова: керівник, керівництво, організація, управління, управлінська діяльність, індивідуальні стилі керівництва.

Чубова И.И.

ТЕОРЕТИЧЕСКИЕ МОДЕЛИ ЭФФЕКТИВНОСТИ ИНДИВИДУАЛЬНЫХ СТИЛЕЙ УПРАВЛЕНЧЕСКОЙ ДЕЯТЕЛЬНОСТИ РУКОВОДИТЕЛЯ

В статье рассмотрены основные концепции личности руководителя и установлено наличие разнообразных подходов к разработке теоретической модели развития личности руководителя и эффективности индивидуальных стилей его управленческой деятельности. Проанализированы главные качества

личности, профессиональные свойства, характеризующие успешного управленца.

Представлены структуры личностных свойств субъектов управления отечественных и зарубежных исследователей. Выявлены основные индивидуальные стили руководства, социально-психологические факторы и условия развития деятельности руководителя, основные функции специалиста управленческой области.

Осуществлена оценка уровня эффективности (успешности) управленческой команды, профессионального мастерства управленцев в соответствии с профессионально-квалификационными требованиями к должности руководителя; должностными обязанностями, изложенными в должностной инструкции; критериями, по которым происходит оценка.

Представлены научно-практические рекомендации по внедрению социально-психологических условий и факторов развития эффективной управленческой деятельности.

Ключевые слова: руководитель, руководство, организация, управление, управленческая деятельность, индивидуальные стили руководства.

Чубова Ірина Іванівна - аспірант кафедри практичної психології та соціальної роботи Східноукраїнського національного університету ім. В. Даля, м. Северодонецьк.

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Шугурова Т.Л.

ТРЕНІНГ ЯК ЕФЕКТИВНИЙ МЕТОД ПСИХОЛОГІЧНОЇ КОРЕКЦІЇ ХАРЧОВОЇ ПОВЕДІНКИ

Емоціоналізація їжі сучасною людиною сприяє появі й розвитку різного роду порушень харчової поведінки. У дослідженні з позицій різних підходів розглядаються основні теорії й концепції харчової поведінки індивіда, визначаються її психологічні механізми, краще розуміння яких може сприяти результативній нормалізації харчової поведінки.

Психологічний тренінг представляється ефективним методом корекції харчової поведінки через навчіння самосприйняттю, формування позитивного самоставлення й самооцінки, що запускає механізми руйнування старих та створення й укріплення нових стереотипів харчової поведінки, в основу побудовання яких закладено концепцію «свідомого харчування». Запропоновано структуру програми тренінгу із окресленням проблем для вирішення на окремому етапі. Зазначається, що досліджувана проблема потребує