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ИЗМЕНЕНИЕ ФУНКЦИЙ МЕНЕДЖМЕНТА НА СОВРЕМЕННОМ ЭТАПЕ

В данной статье рассматриваются такие современные тенденции, как «современный прогрессивный менеджмент», и изменение роли и функций менеджмента в современном обществе в условиях постоянно растущей мировой конкуренции. Автор проводит анализ, какие качества необходимы и какие требования предъявляются к профессиональной компетенции современного руководителя для успешного развития организации. Автор приходит к выводу, что менеджмент является фактором активного влияния на развитие экономики и общества.

Ключевые слова: менеджмент, тенденции, современное общество, постановка целей, организация, контроль.

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CHANGING FUNCTIONS OF MANAGEMENT AT THE PRESENT STAGE

This article considers such modern trends as «modern progressive management», and the changing role and functions of management in modern society in the face of ever-growing global competition. The author analyzes what qualities are needed and what requirements are imposed on the professional competence of the modern leader for the successful development of the organization. The author comes to the conclusion that management is a key factor of active influence on the development of the economy and society.

Keywords: management, trends, modern society, goal setting, organization, control

Throughout existence, mankind developed the art of management. Due to globalization, modern trends in management differ significantly from the management system of past centuries. «Globalization is characterized by many different phenomena, such as the spread of information technologies and communication tools, the interdependence of financial markets and the unification of their participants, migration, the formation of a universal culture, and so on» [4, p. 20-22]. The traditional methods were replaced by modern ones that meet the new needs of society. So, earlier the art of management was based on iron rules planning, organization, motivation, control [1]. Modern management, on the one hand, unites all these functions, on the other hand, management acquires a modular structure, divided into many types of management depending on the functions: marketing management, brand management, budget management, etc.

According to the definition of Boddy D. «Management is both a universal human activity and a distinct occupation. As employees and customers we experience the activities of those who manage in the second sense, as members of an organization with which we deal» [6, p. 32].

L. Zajvert, the German professor defines management / self-management as «Self-management is a consistent and purposeful use of the tested methods of work in everyday practice in order to optimally and meaningfully use time» [3, p. 18].

One of the characteristics of modern management is changing the role of the manager. Previously, the manager's task was to manage, but now the emphasis has shifted to leadership: the leader leads the people behind him, on a personal example shows how it should be [2, p. 23]. Also, the task of management is not the coercion of the employee, but the disclosure of the potential of each employee, an emphasis on the strengths of the personality of the subordinates.

A number of requirements are presented to the professional competence of the modern leader:

- to understand the processes in the organization and to be able to build a proper management system;

- to know the system of people management, business communications, methods to increase the motivation and efficiency of employees;

- be able to use modern information technologies for business;

- be able to establish external relations of the firm;

- to improve one's own skills, to learn new management technologies.

Also, one of the most important qualities required by a modern manager is time management. «Competent time management is effective in achieving the best results. Time management is a system that increases personal efficiency through the rational use of time» [7, p. 720-724].

In the face of ever-growing global competition for the successful development of the organization, it is important to understand the new role of management, allowing companies to be competitive and well-functioning. For a better understanding of «modern progressive management» it is necessary to highlight its most important features that distinguish it from traditional management:

- focus on achieving the strategic goals of the organization and providing greater independence to managers;

- the use of information technology in management, qualitatively changing the nature of work;

- transition to complex criteria of competitiveness and stability of development;

- transition to «new type leadership», priority to intellectual management (non-standard thinking of managers, use of high technologies, etc.), human capital development, innovation and social responsibility of managers. «A special attitude to personnel – the most valuable asset of an enterprise – should be at the heart of a new management philosophy» [8, p.153-155];

- open communication channels;

- motivation of personality development (continuous learning and self-learning);
- creating a set of flexible goals with possible subsequent adjustments;
- emergence of specialized types of management (marketing management, innovative management) due to the ramification of the management system;
- strengthening the social orientation of management (environmental and social protection of society).
- activation of creative thinking of employees;
- increasing the influence of managers on the organization's outcomes, the growth of intellectual and professional leadership;
- synergy of the goals of the organization and employees.

Hierarchical management systems, previously centralized, vertically controlled from the superior to the subordinate, have also changed. Now the departments become teams that set specific goals and achieve their joint efforts. The manager in the modern system becomes more like a leader of a team of associates than an authoritarian leader giving orders.

The introduction of innovations in all areas, the development of new technologies and software meets the interests of a continuously changing society. This forces the manager to master modern technologies, to use a computer, the Internet, e-mail, special software that facilitates and speeds up the work, reducing the time to transfer messages from one structural unit of the company to another. «The growing informatization of society is the main feature of the current stage of development. In such a society, the main elements are information and knowledge. In considering the management of an organization, it is advisable to apply an information approach by implementing the Quality Management System (QMS) of the organization, for an organization management system be focused on the quality of the products» [5, p. 170-172].

Having analyzed the main features and main tasks of modern progressive management, we can conclude that it is the key figure to the successful functioning

and development of the organization and the economy as a whole. Therefore, management can be considered a factor of active influence on the development of the economy and society. Modern managers should make the main efforts to improve human capital, the development of innovation and high technology, the synergy of the goals of the organization and employees.

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