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HEAD OF CORPORATE CONDUCT OF LABOR: ITS NATURE AND CONTENTS

Introduction. The accelerated development of the infrastructure business and intellectualization of capital creates problems intensify collective labour leader behaviour of subordinates with high professional and artistic abilities. He is forced to enrich your arsenal of incentives and motivation tools indirect effects, unconventional respond to their activity, using situational management style, enrich their competence socio- psychological and educative knowledge and skills.

Business and human behaviour has long been studied by many scientists, but their work is still left unattended behaviour is team leader. However it only constructive today can provide effective regulation of labour activity creative team.

The purpose of the article. Disclosure of the term "behaviour of the head", determining the factors that affect it.

The main part. To achieve this goal were analyzed publications such well-known foreign and domestic scholars, representatives of various branches of science as Grishnova O., A. Doronin, P. Drucker, A. Colot, N. Obzov, M. Robert, M. Semykina, S. Smirnov, W. Singer, W. Tyutlikova, L. Shaulska, A. Shybalkin, G. Shchokin, D. Adriatic et al. These scientists believe that these are necessary to manage the behaviour of personnel management characteristics as democracy, loyalty, informality led to the development of the functions of the head - admin supplement their leadership functions that are not defined job descriptions, but successfully developed and implemented using the recommendations of behavioural science individual and specific groups. It is the head leader realizes his professional activity behaviours.

Before you can clarify the meaning of "conduct manager "define the term" behaviour". It is a traditional subject of research psychologists who study patterns of human response to the environment, other people and groups in which it is objectively forced to unite. Recently, the concept began to pay management specialists who consider it along with the concept of "activity" is not uniquely positioning them relative to each other.

For example, R. Williams believes that the synonymous behaviour [1, p. 107]. Another view is Alexander Doronin, which, considering the behaviour of the employee as a matter effects supervisor clearly separates it from an activity determines its function as a human response to changes in the external environment for survival and adaptation to it or to actively influence it [2, p. 83-87].

Author agrees with the idea of separating the behaviour from the activities and believes that behaviour - is a complex reflex reactions and habits that cater to the different needs and adaptation to the environment.

Thus, the role of behavioural components work activity of the employee ambiguous. In one case it causes imbalances, slowing the development of processes and phenomena in the other - it is implemented creative initiative of employees to search their reserves to increase production efficiency [3, p. 59].

In view of such a complex nature and behaviour of staff needs to be regulated. And not by the tradi-

tional standard action team leader, and a few of his own behavioural components work activity. In order to find the means and tools of behavioural activity leader must first determine the nature of "labour leader behaviour".

Subject to the requirements of an interdisciplinary approach to the study of the behaviour of personnel developed a scheme definition of "leader behaviour" shown in Fig. 1.

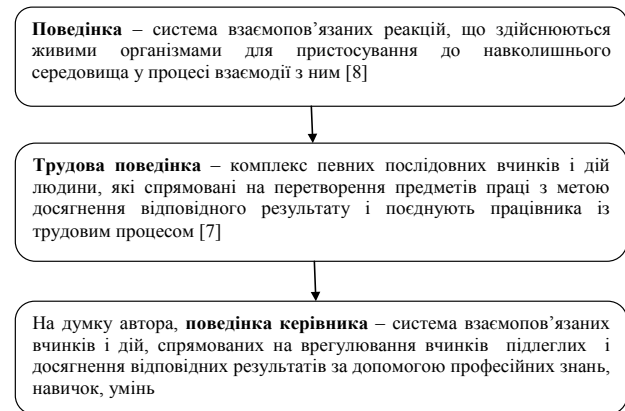


Figure 1. Scheme output of "leader behaviour"

Thus, taking into account relevant aspects, one can understand the behaviour of workers and managers in the organization and to strengthen the theoretical foundations of science and management of organizational behaviour. Management of organizational behaviour - a kind of management that utilizes various techniques and taking the influence on the individual, team and organization as a whole, achieves individual, group and organizational goals in the long term [4, c. 164]. Managers should always remember that all of his contacts with subordinates have educational value. He needs to learn different styles of interaction with subordinates and use them to enhance their situational work behaviour. Basic methods of educational work manager presented in Table 1.

Use of educational activities listed in Table 1, according to the situations in the work, the team leader will provide a constructive impact on the behaviour and actions of subordinates.

Educational potential has elected leader of the right management style. Realizing this choice, the manager must consider the factors that influence the behaviour of staff and staff [6, c. 80]. Among the most important are:

- Demographic - causing behaviour depending on gender and age people;
- Bio physiological - causing behaviour depending on the individual person;
- Social and psychological - cause behaviour depending on individuals or groups in the organization;
- Cultural - determine behaviour based on cultural elements characteristic of a particular society.

Table 1
Basic methods of educational work head *

Methods	Characteristic
1. Conviction	The most qualified leader subordinate methods of education by influencing their minds in word and deed
2. Coercion	Is to force the person to perform regulated work efficiently against her will
3. Promotion	Focused on strengthening the slave labour behaviour through objective scrutiny of its work on standards
4. Punishment	Fair assessment of the unwanted behaviour and subordinate-oriented bias in the future of their negative impact on the results of

* Summarized by the author on the basis of [5, p. 10-11].

Conclusion. Thus, the behaviour of the leader is the dominant factor in shaping behaviour in organizations. Since the head is responsible for planning and coordination, human resources, organization, motivation and control, communications processes and collective decision-making processes. To ensure meaningful educational impact of their actions on the activity of subordinate manager must take into account the fact

that it is influenced by many factors - the variability of individual behaviour factors of team members, the characteristics of corporate culture, the nature of leadership and others. Thus, further research in this area require structural and behavioural factor manager and his subordinates, the factors that affect them, modelling their relationship.

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