

PROBLEMS OF MANAGEMENT AND MARKETING IN THE NEW CONDITIONS OF MANAGEMENT

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LEADERSHIP IN MANAGEMENT SYSTEM

Nowadays, considerable attention is paid to a concept of leadership. A leader is a person who leads people and people follow him. Without a leader, it is impossible to manage people.

The topic of leadership has always been one of the most relevant topics, which practitioners and theorists have been dealing with for decades, and in the modern world it is the most popular. It has not lost its relevance, which is due to the political and socio-economic processes taking place in society, as well as the fact that leadership is one of the forms of social and interpersonal interaction.

In modern science, leadership is characterized by ambiguity. The following main approaches to its interpretation can be singled out:

1. Leadership is a type of power characterized by top-down orientation and the fact that its bearer is not the majority, but rather one person, or a group of people.

2. Leadership is a managerial status, a social position related to decision-making, it is a managerial position.

3. Leadership is influencing other people.

Today, society needs competent, active and goal-oriented specialists who can make decisions independently, are ready to take responsibility for their implementation, and who know how to properly build relationships with others and the team.

Recently, there is a high need for organizations to find successful leaders. It can be said that leadership is one of the rare phenomena of

political and social life, which is connected with the performance of the functions of power. It is inevitable in any civilized society, and it permeates all spheres of life. It should be noted that leadership is the ability to find the optimal solution to a problem in the shortest possible time and to organize people to implement this solution in life [1]. And this is a great responsibility for the consequences of the actions of the group.

Management of the organization as a process of interpersonal communication includes not only the relationship «manager – employees in the organization»². It concerns all spheres of life of individuals, teams, and organizations. The nature of leadership cannot be understood separately from human interaction. The one who is being managed, who acts under the influence of the manager, is often the manager himself, but already in relation to the employees who are below him.

It should be noted that some scientists believe that leadership begins with a managerial position, others equate leadership with management, leader and manager. But one cannot fail to notice the differences between these concepts:

- the leader looks for the goal and ways to achieve it, and the manager ensures the achievement of the goal in the intended way;
- the leader determines which cases are considered correct, and the manager correctly performs his functions and brings things to an end;
- the leader sets the orientation, brings the future into the present, and the manager develops a strategy, focuses on the implementation of plans.

As you can see, management and leadership are not synonymous. Although the ability to be a leader is a key condition to be a manager. A leader is someone who manages to turn a subordinate into a like-minded person or a follower. Therefore, the essence of leadership, first of all, is the presence of followers. Leadership is a specific type of management relationship that relies on social influence. Leadership, unlike management, involves having followers, not subordinates or

employees. To the extent that an employee becomes a follower, to the extent that a manager becomes a leader.

Leading is only a small part of a leader's field of influence. The main thing is where to lead, to what goal. For a leader, one of the most important skills is the ability to correctly see and set a goal. And to clearly show this goal to people, as well as explain the paths that must be taken to achieve it. A goal is something that you can describe as what, when and how much. And it doesn't matter how the goal concerns material or immaterial things, feelings or the well-being of people. Therefore, it is very important for a leader to learn to set goals correctly and clearly, without being vague.

Note that understanding the essence of the emergence of leadership is not such a simple process. For this, it is necessary to take into account not only intragroup factors, ideas and needs of group members, but also the psychology of potential leaders. There is no leader without followers. If there are no people in the group who intend to become a leader, then the members of the group, without an actual leader, become formal members of the group, but with supporters. In fact, this group may have a leader, but he regulates the activities of the participants only by administrative and legal means.

Leaders of the new formation emphasize not the behavior control, but the development of subordinates, support of their initiatives and ideas; they reserve for themselves the role of leaders of change and clarifiers of courses of action that they themselves determine, while declaring that they serve others.