

ETHICAL PROBLEMS OF MANAGEMENT: EGOISM OF MANAGERS, "EMPLOYEES - STARS".

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Business is impossible to do without strong "EGO", so-called "I AM THE BOSS". As the legendary chief of the company General Electric, Djack Weltch asserted: " In game under the name " business " each participant has own "EGO", you see, it is necessary to be rigid enough to take benefit for business from any opportunity ".

It is truth: healthy "I'm" makes the leader self-assured, sober minded, easily overcoming difficulties. But as soon as "EGO" leaves from under control, it begins to prevent business. It forces manager to promise more, than he can make actually, ignore opinion of other people. "EGO" can make the chief to be a deaf person. Too large "I'm" - misfortune ruined many chiefs.

Owners of significant "I'm", which have deserved respect of a public, even in advanced age, can not depart businesses. The majority of them tests painful need for the large business, which would prove environmental, that all of them still great.

Some of ego-managers really are reputable, and their names under the right bring into the global tutorials on management.

For those chiefs, which wish to define " scales of EGO ", the magazine "FORTUNE" offers the small test.

1. Do you own the newspaper or any mass media?
2. Do you have own sports command?
3. Do you speak about yourselves in the third person?
4. Do you have your name on your car instead of numbers?
5. Have you reserved your own place in the plane? (It is possible, you even have the own plane).
6. Are you well known sponsor?
7. Do you consider the own capital as one of main your advantages?
8. Are there at the wall of your office photos, where you are represented with celebrities?
9. Your husband (wife) was born after you have already ended a higher educational institution?
- 10 Do you collect works of art?

If you have answered "yes" 10 questions, you present "egomaniac". From 4 up to 6 positive answers testify that you have normal "I'm". If up to three answers "yes" were collected, yours "I'm" is in a stage of development, or else all growth ahead more.

Talking about ordinary employees I must admit that their egoism is even much problem.

As the results of some researches testify, the transformation of the employee into a "star" practically is not connected to such factors as intelligence, creative abilities, reliance of itself, and propensity to risk. The star is distinguished first of all with style of behavior - initiative, purposefulness, concentration at work.

This kind of employee realizing the superiority over the colleagues, knows own price and requires worthy compensation - whether it be money. Really, the main problem connected to work of a "star" in the company, consists in danger " of star illness " , intolerance. With the greatest probability it amazes the young employees, already realized own "I'm", but haven't collected yet of everyday wisdom and experience of dialogue with other people to be entered harmoniously in collective.

Typical situation. The management of the company nominates a young employee - " star" on higher manager post, trusting him realization of the responsible project. It would seem there are no bases to doubt of success: this expert on the previous places of work constantly demonstrated outstanding results, the chief considers him completely ready to independent work, and "star" already invited in the company were promised a higher post than he occupies.

Nevertheless project is finished by failure. The reason is simple. Young expert does not know how to manage other people. The employees suffering " by star illness " , as a rule, do not listen to opinion of the colleagues , which they consider as less clever and capable. Such " the lonely stars " on high posts are not able to manage the employees who are taking place under their beginning, and rely more on power of the authority, instead of on authority of the power.

Frequently colleagues complain on "stars", which, in their opinion, only use work of environmental, nothing giving them in exchange and doing nothing to help.

Parting with "a star", which essentially does not want to be entered in collective, represents not worse variant for the company. The employees using the special privileges and who are not taking into account opinions environmental, in the long-term plan will render more damage, than bring profits, undermining moral in firm and try to subordinate all politics of the company to the personal interests.

However such necessity arises not too frequently. "The stars" differ by high rationality of behavior, and if "the star" employee will understand, that in his interests to turn into a team member, he will make.

There is a dilemma, exit from which consists in tactfully and whenever possible to lower "a star" on ground, to force "the star" not to look at all haughtily, to show her incompleteness of her knowledge and working skills and to enable to learn art of management and dialogue with the people (star love and are able to study and in most cases only will be glad to expand the abilities).

THE COMPETITIVENESS OF UKRAINIAN ECONOMY: MEANS TO FLOURISHING FUTURE OR WITHERING BURDEN

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Keeping competitive edge in the world economy requires focused policies that lay the groundwork for continued leadership in innovation, exploration, and ingenuity. Ukrainian economic strength and global leadership depend in large measure on the nation's ability to generate and harness the latest in scientific and technological developments and to apply these developments to real world applications. These applications are fueled by: scientific research, which produces new ideas and new tools that can become the foundation for tomorrow's products, services, and ways of doing