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MODERN MANAGEMENT: ISSUES AND TRENDS

Global trends in the management of the 21st century indicate that the industrial society has come news, or postindustrial'ne. In the 20 st century there was a tehnoocratic type of management, it was that the machine, the machine will then preclude the person with most organizations eventually will approve the primacy of technique over the employee. But the practice of Management shows that today the basis of any organization is its main value are people. However, although the machine and became the sovereign host in many technological and managerial processes, although she and потіснила excluded person partially or even completely from individual units of the organizations, the role and significance of the person in the organization not only has not fallen, and increased.

Known researcher in the field of management of P. Drucker in his book "Task management in the XXI century», laid out the Foundation of the "new principles" of management. He proposes to put the following statement : "the Management there is for results, which the institution achieves in the external environment. Management should determine which results to achieve management; should mobilize the resources of the Organization for the achievement of these results "[2].

Proceeding from the above, you can give the following definition of the term "management" is the system-an integrated approach to people management in the Organization, aimed at enhancing the Organization's relative performance. An important factor in increasing the effectiveness of management is the Manager of a division of labour, that is, specialization of managerial employees to perform certain activities, distribution of their powers, rights and responsibilities. Performance at all levels of management of the organization is a more important factor for survival and

success in the competition. Contemporary business environment, puts forward the following requirements for professional competence: Manager

- understanding the nature of management of labour and processes management;
- knowledge of officials and functional responsibilities, management, methods of achieving objectives and the efficiency of the Organization;
- the ability to use modern information technology and communications required in the administrative process;
- possession of the art of human resources management;
- ability to self-esteem, the ability to make the right conclusions and continuously improve their qualifications.

So, you can select the following features of modern management:

1. The Intellectual character of the processes of decision-making. This is manifested in the inclusion of specific intellectual resources in the scope of planning, organization, and regulation of the transition to a multi-purpose plans, taking into account their adopted administrative decisions and their consequences. The decision, effective in one area may cause negative impacts or effectiveness in other areas. Otherwise put, application reengineering business processes, that is a set of tools, activities and techniques, including appropriate information technologies intended for improving key indicators of activity of enterprise. For this purpose, the analysis is carried out and further modification of the existing business processes. To achieve drastic improvements of existing indicators of enterprise reengineering assumes fundamental changes to existing business processes [1].

2. Effective management based on formation in control systems of intellectual core that includes a network of teams (team management), which bring together the most talented managers and professionals able to choose the optimal variant of development, solve current problems and challenges for the future of the entire organization. Presence of one team even for medium-sized companies is insufficient. Similarly, as one leader cannot solve all tasks of management, and one team may not cover the entire range of development issues. A culture of effective management based on multipolarity

interests. All of this has led before the emergence of the new field of knowledge management consulting or consulting, i.e. the emergence of new forms of management.

3. . The expansion of functions of managers, enrichment of their content and the emergence of new functions, which is associated with the variability of business environment management, the need to maximize the use of all internal reserves managers, the rising influence of managers on the end results, the need to increase the intellectual level of the management and training of managers among the basic functions of modern manager should highlight the social responsibility Manager means knowing him a special role in the influence on the personality of the other people who are in his in his submission manifesting their demands.

4. Intensive development and formation of self-government within the Organization in various types: from network teams of managers and professionals based on the decentralized units, including business units (centers of income and profit), investment centers, centers of responsibility, the development of collective forms of ownership, when employees become owners of the company, in which they work. the development of self-government is one of the most important features of modern management. Unlike the Ukrainian organizations where the decision basically accepted exclusively by in foreign companies more clearly visible trend of transmission parts of solutions, including strategic, business units. Involvement of personnel in management leads to growth in productivity and quality of work, reduces costs, increases efficiency and return of funds invested.

5. Growth of social опієнтації orientation of management within the company and towards society. Companies that continue the policies relevant to their managers as ordinary employees for hire, lag behind companies that seek to create an environment of collegiality and partnership throughout, showing workers in fractional participation in the profits, and often the property of the company, create a long-term improvement in the quality of life and comfort. With the other hand the conditions of competition, the social image of the company in the community accepts the value of essential factors of competitive advantage and the fight for customers [3].

6. Use of information technology in management, qualitatively change the nature of work, speeding up the exchange of information and communication that reduce risk and uncertainty caused by the lack of information in making management decisions.

In practice, you can highlight the negative sides of management in our country high shortage of managers with high level of education; liquid use strategic planning in management; low scientific-technical and human potential, the inability to use the latest technologies and introduce them in the activities of the organization.

One of the main factors which can influence the rapid development and overcoming the unfavorable economic situation in Ukraine is the most uncompromising rejection of old habits and conventions and the implementation of new methods and technologies in management. Business leaders with the aim of improving methods of management have to focus efforts on: applying and adapting Western concepts of management; rapid development of business education; planning organization management in the long term; the introduction of the monitoring system of governance; determining the rights and obligations of each of the members of the collective; using modern information tools.

Ukrainian model of management is still lacking, and the typical Ukrainian control system is a conglomerate of different fragments and casts of individual foreign methods based on the surviving old administrative bureaucratic systems.

Therefore, Ukrainian companies default, for example, the neighborhood of logistics and marketing systems, financial analysts with almost total absence of scientific organization of labour, systems of investment management, strategic planning and forecasting, and many other essential components of modern management.

Therefore, the modern management is a continuous search for more new ways to make your company more competitive, and to achieve this without creating more competitive management impossible. Therefore requires management which has modern technologies which provide high competitiveness in accordance with the requirements of the information era, and also a breakthrough for leadership in management that will allow firms to thrive rather than survive. Required orientation

technology of integrated management, the chain that binds all functions and systems management firm with the business environment

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