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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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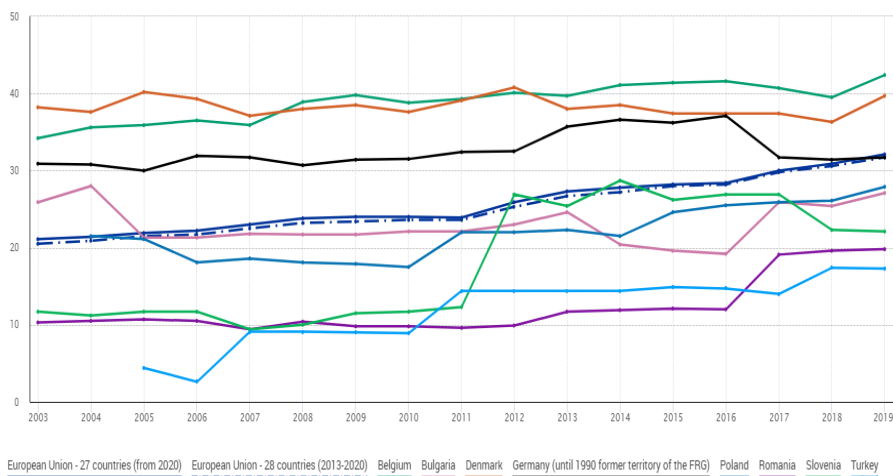
## FORMATION OF A POSITIVE IMAGE OF WOMEN LEADERS IN PUBLIC ADMINISTRATION

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Revealing the essence of the concept of "leader", one should keep in mind three aspects: a) the concept of a leader; b) the principle of leadership; c) leadership format. The concept of a leader is to recognize the natural characteristics of a person, such as psycho-physical, mental, behavioral, organizational. In society, these factors determine socio-political inequality. The principle of leadership is the rule of activity of organized large and small social groups of people. This is the rule that forms the type of power relations in groups and between social groups. The leadership format consists in the recognition of a hierarchical way of organizing the political life of society, characterized by the existence of certain institutions, endowed with powers of authority and the performance of specific functions. In liberal democracies, the institution of leadership is replaced by the institution of bureaucratic leadership, where, as a rule, there is a tendency to identify with the leader.

According to R. Daft's calculations, there are over 350 definitions of leadership. As a result, K. Owen, V. Hodgson, N. Gazzard note, there were many answers, each of which was correct in its own way. Public administration considers leadership as a phenomenon of the political life of society, examines its place in the system of power relations. Public leadership as a social phenomenon is a centuries-old problem that has attracted attention since ancient times. A similar approach is characteristic of other thinkers of antiquity, the Middle Ages and subsequent centuries. However, the institutionalization of the concept of leadership as an independent area of socio-political knowledge took place only in the 50s of the twentieth century, when the first programmatic articles of American sociologists J. Shannon and L. Seligman (with the same title) "Study of political leadership" appeared. According to the authors, there are two reasons for the need for an in-depth study of political leadership: the growing role of political leaders in the world and gaps in traditional democratic history, underestimates the problem of political leadership. By the way, these reasons have not lost their relevance at the present time. Leadership is studied by various sciences: economics, political science, sociology, psychology, history, social anthropology, and other sciences of man and society. Based on existing approaches, three concepts of public leadership have been formed. 1) The concept of the personal and psychological qualities of a leader, in which leadership is viewed as an individual psychological phenomenon, is a consequence of the individual's presence of certain desirable traits (energy, mind,

character, ability to foresee, to attract attention, etc.) or qualities and skills (ability to manage, a tendency to self-improvement, openness of thinking, courage, fairness, adherence to principles, loyalty, etc.). Supporters of this concept in political psychology are E. Bogardus, R. Stogdil, L. Sloan. It is clear that a public leader must have a certain set of psychological traits, qualities, skills that distinguish him from the masses, but a person does not become a leader just because he has a certain set of individual psychological qualities. 2) Situational leadership concept, according to which the public leader is seen as a "function" of the situation. Supporters of this theory recognize the need for certain psychological traits of a political leader. For them, a leader is a product of the current situation at a certain period. The presence of a specific situation presupposes the leader's activity in mastering it. It is the leader who shows the ability to assess the situation, its requests, needs and thereby create an image for himself that corresponds to this situation. 3) The organic concept of leadership, which proceeds from the fact that a public leader is a product of a situation in which he manifests his special individual psychological qualities and traits, in psychology is called "high adaptive resource".



**Fig. 1 Seats held by women in national parliaments and governments**

Source: EIGE

This approach is a kind of attempt to overcome the limitations of the previous two and attempts to expand their positive sides. Based on various approaches to the definition of the phenomenon of political leadership, one can give its scientific definition. A public leader is a person with a social and managerial status, has the ability, certain individual psychological abilities to influence people, make a decision to exercise direct or indirect influence on society.

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Наукове видання

# **СОЦІАЛЬНО-ЕКОНОМІЧНІ ВИКЛИКИ**

## **Матеріали Міжнародної науково-практичної конференції**

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Стиль та орфографія авторів збережені.

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