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REQUIREMENTS FOR A MODERN MANAGER

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Резюме – в статье описываются основные задачи, факторы успеха и психологическая направленность современного менеджера.

Resume – the article describes the main tasks, success factors and psychological orientation of the modern manager.

Nowadays, no organization can do without managers. These are specialists who can properly organize the work of the team, shape the work of their teams and workplaces in various ways. The organizational structure of a company may include a CEO, a director, and then a manager. Only with their joint and well-coordinated work can it be possible to achieve the optimal functioning of the organization, increase profits and organize work in such a way that each employee performs his functions and responsibilities. The CEO most often focuses his efforts on issues of strategy, investment and general coordination, while managers, in the performance of their duties, contact directly with people: employees who produce goods, sell them, and provide services to customers.

The tasks that the manager performs include recruiting, training new employees and developing existing employees, resolving emerging conflicts in the team and organizing the work of the working group.

Successful management implies the existence of five main requirements that depend on the leader:

1. Mandatory knowledge of the theoretical foundations of management, accumulated experience of effective management of similar organizations.
2. Ability to apply theoretical provisions in management practice.
3. Possession of methods of art of management.
4. Possession of energy, perseverance, perseverance in managing the organization according to theory and experience.
5. The desire to dynamically and effectively manage, to improve the level of managerial qualifications.

For the successful and timely completion of the task, it is necessary to assemble a group of people who are able to complete the task together and in a short time. When forming a company team, it is important to take into account the psychological compatibility of people. Depending on the goals, a combination of different types of temperament and character is required. In many situations, a group with people of the same type of character is practically inoperable. For example,

if you gather only workers who are not capable of initiative and expect constant instructions from above (they will be passive, without enthusiasm to do the work), or only those who are used to giving commands (everyone will strive to take control into their own hands). Therefore, a good manager must be a good psychologist in order to be able to organize the work of his subordinates and resolve their conflicts in a timely manner, if necessary [1].

Significant influence on the effectiveness of the leader is exerted by his personal and psychological characteristics. This is his character, temperament, abilities, type of thinking and key values. You can make a list of manager success factors that are used to improve their performance:

1. Effective managers need to know what they are spending their time on.
2. Good managers build their activities on strengths, both their own and subordinates, and also look for positive moments in any situation.
3. Effective managers should focus on a few of the most important issues or tasks, the implementation of which will bring the most tangible results [2].

Managers can have different psychological orientations. The orientation of the individual can be divided into three groups: personal, collectivist and business. Personal orientation arises when an individual strives for personal superiority, puts his own well-being in the first place, is preoccupied with himself, his feelings and experiences. Such people do not pay attention to the needs and desires of others, they often try to impose their point of view on others. Usually people feel uncomfortable in their presence.

The collectivist orientation is an orientation towards collective action. People show interest in joint activities, but their actions may not contribute to, and sometimes interfere with, the fulfillment of the task. Such people often shift responsibility to their colleagues, do not express original ideas and try to avoid solving problems [3].

A business orientation arises when people are passionate about the process of activity, strive to correctly complete the task, learn something new. As a rule, such people become good managers because they put cooperation and a friendly team in the first place, they strive to achieve the best group productivity and achieve high results. Good managers are hard to come by, and for good reason: they must be emotionally intelligent, honest, and demand from their team the same standards of performance and accountability that they themselves hold. Being an ideal manager means becoming a great leader, constantly learning, developing and improving emotional intelligence.

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IMPACT OF THE MODERN WORLD ECONOMY ON DOING BUSSINESS IN CHINA

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Резюме – ведение бизнеса в условиях современной глобальной экономики имеет ряд положительных и отрицательных черт. В условиях глобализации странам как никогда нужно стараться не попасть в «яму» кризиса. Но после адаптационного этапа откроются новые возможности, которые помогут развить предпринимательский потенциал, на нашем примере в Китае, делая акцент на малом бизнесе и проведении ряда мероприятий по совершенствованию форм предпринимательства.

Resume – doing business in today's global economy has a number of positive and negative features. In the context of globalization countries need more than ever to try to avoid falling into the "pit" of the crisis, but after the adaptation phase will open the positive aspects, which help to develop entrepreneurial potential, in our example in China, making an accent on small businesses and carrying out a number of measures to improve forms of entrepreneurship.

Introduction. The foundation of the world economy as a whole is the unlimited production, distribution, exchange and consumption of material goods throughout the world. Each of these phases of the global reproduction process, both globally and within a single country, affects the workings of the world economic system. The world economy has passed through several phases during its development. The main trend of the developing modern world economy is considered to be globalization. At this stage of development it covers all spheres of life of our society.

Main part. Globalization is basically the merging of the whole economy, markets into a single whole, in which everything: information, resources, capital, services provided - moves around freely in space, it all makes it possible to develop its potential to a greater degree. The attitude to globalization is mixed, on the one hand. Experts see in it the transition to a post-industrial society, increase in the speed of development, acceleration of innovative development and consider everything that is happening on the positive side. On the other hand, globalization is seen as a specific danger for the development of the modern world economy. One thing is certain, the world economy is not absolutely stable. Another proof of