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The term management has entered into modern Russian usage relatively recently. There are hundreds of definitions of management in the world. Many of them are quite narrowly focused, but almost all speak, one way or another, about one thing, about managing groups of people with different goals, tasks and activities. I will consider the General definition of management.

Management — as a scientific discipline that studies the ways of managing the subject (Manager) economic object (organization, group of persons) to achieve the goals set for the object.

Modern market situation is characterized by such processes that put forward special requirements for management. The market has become more dynamic and poorly forecasted.

The market situation demands from the organization for its survival of the following qualities:

1. creativity ( to do what other companies have not yet thought of);
2. speed ( make the faster the better);
3. flexibility (to be able to adapt to changes in the market situation).;
4. quality (to offer the consumer a better product than competitors).

In contrast, modern management clearly States the impossibility of accurate and rigorous forecasting of the impact of environmental factors. Therefore, in modern strategic management, business planning is inferior to the choice of the direction of organizational changes.

The choice of direction is the vision of the situation not in terms of "goals" but in terms of "results". The purpose of the vision as a method of strategic planning is to formulate long-term competitive advantages. These advantages are reduced to the formation of the qualities of the organization, allowing it to be ready for any changes in the market, consumer demand and consumer behavior, labor market, employee motivation, etc.

The second component in modern management is the construction of a self-learning organization. One of the most important elements of traditional management was the construction of such an organizational structure that will allow the organization to effectively achieve its goals. However, in modern conditions, where the "rigidity" of organizational formal ties becomes an obstacle to rapid response to external changes and effective use of internal resources, the organization should be characterized by such internal processes that are aimed at its constant adaptation to changes in the external environment.

In modern management science, leadership and leadership culture are among the main long-term benefits of any organization, allowing it to survive in any environment. Leadership deals with change and is aimed at launching innovation in the organization, so the actions of the leader are not related to the functional place in the organizational structure, but are aimed at initiating, launching and carrying out changes in the organization.

To summarize, we can say that the change vision of the future, the formation of a leadership culture and build a learning organization — considers the modern science of management such as long-term competitive advantage of any company, firm, enterprise, which will allow you to survive in any changing market. Understanding this poses serious problems for management, both practical and theoretical, because it is associated with changes in management thinking and the very meaning of management.