

HUMANISTIC PRINCIPLES IN MANAGEMENT ACTIVITY

Inna Balahurovska, PhD student
Sumy State University

The research is devoted to studying the theoretical foundations of the concept of "humanistic management". The paper describes the features of this phenomenon. The connection between the effectiveness of the organization and the need to implement the principles of humanistic leadership in personnel management is analyzed.

Many scientific papers are devoted to issues related to determining the criteria for the effectiveness of organizations. Scholars conclude that effective leadership [1] is a crucial element. A leader who adheres to humanistic principles with their activities will have high results.

An effective tool of the leader in working with the team is communication. Through communication, the manager can understand the characteristics of their employees, for example, to identify their needs. Since human needs are the driving force of its actions, the focus on the aspects of each member of staff allows the manager to motivate correctly.

«...the concept humanistic management refers to taking into consideration a variety of human capacities and fostering them to contribute to a better performance» [2]. According to this concept, a manager focused on understanding and motivating staff is effective.

Based on the principles of humanism - the focus of humanity and the direction of reciprocity [3], it is clear how to interact with the leader and subordinates.

«...human-oriented leader behavior has positive and significant correlation with person-organization value fit». [4] The manager's behavior, which emphasizes the value of the employee to the organization, leads to the employee valuing the organization more and doing more to achieve its goals.

The study results indicate the need to implement humanistic principles of leadership in the organization to achieve results. The leader's focus on the support and motivation of its employees determines the formation of favorable working conditions, which leads to the enterprise's competitiveness.

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