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MANAGEMENT CULTURE AS A PART OF PROFESSIONAL CULTURE

The formation of a new generation of managers requires a sufficient level of their professional culture. Under the professional culture, we understand the level of mastery of professional knowledge in certain industry or related activities. E. Fedyk, V. Shevchuk suggest that the composition of professional culture has three main components: professional and moral, professional and psychological and educational, professional and technology. Professional and moral is a mastery of the norms of morality and the implementation of these standards and principles in practice. Professional, psychological and educational is the ability to control oneself, knowledge of laws of educational and psychological processes. The professional and technological culture is the degree of assimilation of skills of specialist, his required duty, ability to apply them creatively in unusual situations. The management culture is one of the central components of the professional culture of non-material sector of management. Analysis of modern research on governance argues that studies on culture management are based on the organizations that operate in different social spheres. These include, in particular, include studies that reveal the patterns and culture of personnel management and human resources (I. Ladanov, S. Parkinson, V. Shepel, D. Shchokin and others); culture and education (I. Zyazyun, N. Lazarev, M. Potashnik, N. Talyzina, V. Shynkaruk). In most foreign literature management, culture is represented by the direction that applies to manufacturing and business management (M. Meskon, M. Albert, V. Blum, K. Levin).

Professor V. Tsvetkov emphasizes that management is a special social function, which arises from the needs of the society, and it turns out, especially in organizing the work done within the association, coordination, control, monitoring and and government – the regulatory measures [2, p. 26]. The content of culture is a set of achievements in organizing and implementing the management, organization of administrative work, using management techniques, and a set of requirements imposed on management systems and workers caused by the norms and principles of public morality, ethics, aesthetics, and law. Management culture as part of general human culture however has a number of features that distinguish it from all other kinds and forms of culture. These features can be illustrated on the base of the demands to



the management culture. F. Hmil gives analysis of culture, its characteristics and says that it consists of four closely related and interdependent elements: the culture of governance, culture of management process, cultural conditions and documentary [4, p. 42]. There are many approaches to determining the conditions of management. For example, N. Nyzhnyk believes that the importance of management culture is related to a level of the processes of cultural organization of management [1, p. 15]. A. Felzer, A. Dobronevskyy includes to a culture of management process a rational organization of administrative work [3, p. 210]. The starting point for the rational organization of administrative work should be a clear definition and scope of management operations. Important element of the management culture is a culture receiving visitors, telephone calls, meetings, and other. A vital part of culture is a culture of documentation.

To improve management culture – means to improve all its elements and professional culture of manager. In each case, certain elements can be crucial for improving governance.

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BILL GATES: PAGES OF BIOGRAPHY

William Henry Gates III worldwide known as Bill Gates is an American business magnate, and the chairman of Microsoft – the software company he founded with Paul Allen. W. Gates is constantly ranked among the wealthiest people of the world, as the largest individual shareholder, with more than 8 percent of the common stock of Microsoft Company. He has also authored or co-authored several books.

Gates was born in Seattle, Washington, to William H. Gates, Sr. and Mary Maxwell Gates, of English, German, and Scotch-Irish descent. His family was upper middle class; his father was a prominent lawyer, his mother served on the board of directors for First Interstate