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RESEARCH OF THE ESSENCE OF THE TERM "MANAGEMENT"

Various branches of modern science offer a wide variety of interpretations of the concept of "management" depending on the specifics of use, the specifics of the study, the identified priorities, belonging to one or another scientific school of a particular author. However, the urgent need today is to single out from this variety of concepts one that best corresponds to real management practice.

The domestic science of management is currently going through a peculiar stage of intensive development and renewal. Among the main reasons for this, the following should be highlighted:

- implementation of socio-economic transformations;
- change of the management system; limited administrative-authoritarian management approaches;
- a huge information-theoretical backlog in foreign literature related to the effectiveness of management, requiring reflection and adaptation to domestic realities;
- the need to develop adequate business models for the needs of practice, etc.

This causality requires a detailed analysis and general discussion. Analysis and generalization of literary sources revealed a variety of approaches to the definition of the concept of "management". Management gurus I. Adizes

and P. Drucker note that the concept of “management” has no analogues in more than one language of the world, even in the English of the British Isles, thereby emphasizing the purely American origin of this concept, as well as its polysemantic nature, since the concept of “management” "includes both a certain function and the social status of the people performing it, and the academic discipline, and the field of scientific research. Implementing the clustering of this semantic variety, we single out a number of approaches, including:

- a general (philosophical) approach, in which management is seen as a science and an art that combines the general and the individual;
- the functional approach assumes that in the classical paradigm "management" is represented by the process of implementing a certain set of management functions, namely planning, organization, motivation and control, necessary in order to formulate and achieve the goals of the organization.

According to M. Meskon, management is a type of activity for managing people in a wide variety of organizations, a field of human knowledge that helps to carry out this function.

The procedural approach constitutes management as a process of making and implementing managerial decisions. Receiving information about market relations, the manager makes a decision, which is a reaction to the market situation and other elements of the external environment.

The behavioral (psychological) approach considers management as a mechanism that ensures the interaction of the managing and managed subjects, in which the first monitors the functioning of the second in relation to the achievement of preset goals.

An analysis of the psychological literature showed that many authors include signs of management in the definition of this term:

- these are certain structures, the presence of order among the elements of these structures, as well as the expected results from it (ordering the system, ensuring integrity, interconnection of the components of organizational

systems), conditions relating to the quality of the subject of management (experience, consciousness, abilities, education, competence);

- the subject-object (cybernetic) approach uses the following generalized definition, namely “the targeted impact of the subject of control (manager) on the control object (executor) in order to change the parameters of its functioning”;

- the subject-subject or subject-semi-subjective (reflexive) approach implies the creation of appropriate information grounds for the subject to make decisions in the interests of the organization, involves taking into account the value-target orientations of the subject, understanding the mechanisms of his thinking, includes the internality of various orders, i.e. replaces the one-sided impact envisaged in the framework of the subject-object approach with an interaction that includes various interrelations.

Thus, it seems appropriate to use the following definition of the concept of management as a purposeful interaction of the managing and managed subsystems to change (maintain) the parameters of functioning or achieve the planned development based on the rational use of resources.

The proposed interpretation is more consistent with real management practice, as it is built on the methodological basis of humanistic constructivism, which allows more adequate reflection of the nature of subject-subject relations. The essence of "interrelated actions" is the inseparability of direct and reverse effects, organic and permanent combination of changes in the subjects influencing each other, through communication and activity. In addition, interaction is a holistic, internally differentiated, self-developing system of relations between the governing and managed subsystems.

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