

MODERN APPROACHES IN MANAGEMENT AND FEATURES OF THEIR USE

Jalaldden Abdulssalam

*student at International Economic Relations department «KROK» University, Kyiv, Ukraine
e-mail: zrack.attack@gmail.com*

Lotariiev A.,

*PhD, Head of International Office, «KROK» University, Kyiv, Ukraine
e-mail: AndrewL@krok.edu.ua*

ORCID: <https://orcid.org/0000-0001-5852-231X>

Bielova O.,

*PhD, Associate professor at Marketing and Behavioral Economics department,
«KROK» University, Kyiv, Ukraine
e-mail: bielovaoi@krok.edu.ua*

ORCID: <https://orcid.org/0000-0001-9359-6947>

Management science is one of the branches of modern human sciences, and the interest of this science is based on finding the best way to accomplish the work entrusted to the workforce to achieve the desired goals of the institutions to the fullest extent, and the broader definition of management is a set of rules and principles that the manager uses to harness resources and use them in the most appropriate manner at all in pursuit of The desired objectives of the facility with the least time and effort and the lowest possible cost. As for modern management, it is a method that depends mainly on managing resources, both human and material, and directing and organizing them according to dynamic structures, thus achieving the desired goals as required and achieving the beneficiaries' satisfaction with achieving the goals and thus achieving a sense of happiness, satisfaction and mastery among workers, and as It is the optimal use of human and material resources to achieve the desired quality and quantity of goods and services at the same time.

Modern management focuses on a number of basic processes that it considers part of its flow chart, namely: planning, organization and recruitment, leadership, coordination, documentation and finally financial management. It is worth noting that the importance of modern management lies in the leadership of the organization and nations in general towards progress and development, in addition to that it has a responsibility to achieve the desired success in societies due to its ability to harness the available human or material resources. Therefore, management has an effective role in achieving success or failure in the work and progress of the facility. The modern management style depends on the skills of individuals and on knowledge and resources of money and time.

Modern management methods are divided into three basic methods, one of which depends on the available human skills, available resources, and desired results for management, namely:

The participatory method: This method is known in the sense that it depends on the existence of the characteristic of sharing between employees in the completion of project tasks. This method is used in the event that there is difficulty in completing the entire work of one employee because it is not possible to complete it on its own and

the participatory method facilitates the process of dividing tasks among employees to complete the project So that everyone understands role and mission to be implemented in the project, and this method gives the workers a sense of value and optimism, and thus a sense of ownership of the project and the fullest achievement.

The second method is the directive method. This method is used in some organizations when it is required to do so and it is used as a modern management method due to what the situation is on, especially if the project is limited in time, meaning that it is specified by a deadline for its delivery or the participation of a large number of employees and that there is a difficulty in leaving things without guidance direct in this method, the manager is required to find typical answers to five basic questions (what, where, how, why, and when) so that the employees are fully aware of the matter.

The third method: the team work method, and this is the best method at all due to its quality and high level in the process of completing and expediting projects, as the team work method is one of the typical methods in project management, this method stimulates individuals and encourages them to share and exchange knowledge among them. The results may contain expectations and expectations, and the team will deal with problems more quickly than they do personally.

A successful team work depends on the coordinated and joint efforts of the same team as it depends on communication skills and when the interest in developing evaluations increases, that distinguishes those who were able to contribute to the preservation of team spirit, especially when work pressure becomes strong.

The modern administration is distinguished from other traditional departments by a number of features and characteristics that are in the interest of workflow and customer satisfaction as much as possible, and among those characteristics are the following:

1 - Flexibility: Flexibility is a term that means softness, ease, lack of rigidity and rigidity in dealing with matters, and one of the characteristics of modern management is that it is flexible in terms of acting and responding to the changes surrounding the organization and dealing with clients and facilitating obtaining their different requirements. We find that flexibility is extensively spread among modern administrations in various fields, making them more rapid to deal with negatives and errors, as well as more rapid in terms of change and dealing with every new proposal, advice and complaint that reaches the management. Which contributes to pushing the institution to further progress and progress.

2 - Reliance on information and knowledge: There is no doubt that management based on science, knowledge and experience has a large share of growth and advancement. Information and knowledge represent a basic pillar for administrative work and the ability to develop appropriate plans and strategies, direct the work team and anticipate every emergency that may arise in the course of the institution.

3 - Attention to the human element: Although recent development has shown highly advanced techniques and technologies that replace the worker, modern administrations have been very interested in the human factor and have established dedicated human resources departments that work to develop the worker's skills and competencies and qualify him to carry out the assignments assigned to him.

4 - Developing a strategy: The plans and strategies are the basis of any administrative work in order to define a general framework for the conduct of work with specific timings, goals, objectives, personalities and assignments, while superficial and random work does not increase the organization except in its deterioration and collapse.

5 - Cooperation in performing assignments: It is not possible under any circumstances to accomplish the work, assignments and obligations required by the progress of work, without there being solidarity and cooperation between employees each other, between employees and management, between employees and customers, and between management and competing companies.

6 - Periodic evaluation and self-monitoring: In order for any institution to be promoted, periodic evaluation, follow-up, supervision and serious oversight of its work and activities are necessary, and the institution's self-evaluation, even if it is negative, is much better than exposure to the evaluations of competing companies and reducing the status of the institution. And when the institution establishes itself, it does not criticize itself as much as it desires to walk on the right path, and encourages workers to be diligent and diligent.

7 - Organizing the workflow according to the client's desires: the management of institutions as in the past is no longer a rigid plan that the institution wishes to implement without any side considerations of the extent of acceptance or rejection of clients, but in modern management the institution seeks to identify the client's desires and to lay foundations, standards and serious controls To fulfill his requirements, so that he senses that the company is working hard for him and only for him.

All of these characteristics and standards, if available in the management of a company, will guarantee the advancement and achievement of success, but a company have to produce quality goods and products or services that deserve the attention of customers and obtain their satisfaction, and it is possible to ensure the implementation of those characteristics and follow their approach by setting a specific law of reward and punishment applied within the company with all seriousness.

References:

1. *Harvard Business Review On Measuring Corporate Performance* - ISBN: 9780875848822 Robert G. Eccles, Joseph A. Ness, Thomas G. Cucuzza, Robert Simons
2. *Management* - ISBN: 9780324581768 Richard L. Daft, Dorothy Marcic
3. *The Goal* - ISBN: 9781351982115 Eliyahu M. Goldratt, Jeff Cox