

ADMINISTRATIVE MANAGEMENT FUNCTIONS AND FEATURES OF THEIR USE AT THE ENTERPRISES

Liliana Villacis

*student at International Economic Relations department «KROK» University, Kyiv, Ukraine
e-mail: lily.espinosa29@icloud.com*

Petrova I.,

*Doctor of sciences (Economics), Professor at Marketing and Behavioral Economics department,
«KROK» University, Kyiv, Ukraine
e-mail: petrovakrok@gmail.com*

ORCID: <https://orcid.org/0000-0003-4206-5403>

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>

Administrative management is a process that includes four main functions:

Planning. It is the first function necessary to guide and successfully develop the following stages. It consists of projecting goals, defining objectives and establishing the necessary resources and activities to be carried out in a certain period of time [1].

Organization. It consists of putting together a structure to distribute the human and economic resources available to the company to organize and develop its work and achieve the planned objectives. Here the areas within the organization are determined, tasks are grouped according to job positions, and suitable personnel are selected.

Address. It consists of executing the planned strategies, orienting efforts towards objectives through leadership, motivation and communication. It involves encouraging employees, maintaining fluid communication with all areas of the organization and establishing constant evaluation mechanisms, among others.

Control. It consists of verifying that daily tasks are moving in line with planned strategies, in order to optimize decision-making, reorient some activities, correct problems or evaluate results, among others. It is an administrative task that must be carried out with professionalism and transparency. The measurement of the results obtained (to compare them with the planned results) makes it possible to seek continuous improvement.

Administrative management is carried out by the administrative manager, who oversees the organization's operations and ensures that the flow of information is effective and that resources are used efficiently. Provide added value to the organization, since it can identify obsolete practices and develop processes that contribute to improvement.

The administrative manager usually has a work team in charge, made up of bosses, analysts, and managers. The administrative manager and team have several responsibilities to fulfill and, depending on the field or specialty in which staff work, can take care of: 1) Propose and develop policies, rules and procedures. 2) Lead several work teams. 3) Supervise the budget execution of the company. 4) Propose and implement improvements in personnel management policies. 5) Control the process of

compensation to employees. 6) Prepare training and staff development programs. 7) Carry out studies and diagnoses periodically, on the work environment. 8) Propose, inform and update the directory of the organization. 9) Prepare sales plans and forecasts. 10) Select sales strategies. 11) Diagram the layout of the workspace for employees.

All functions should have a clearly defined meaning, a developed implementation mechanism and a defined structure within which its organizational separation is completed. Content is understood as actions that must be carried out within a specific function [2,3].

The content of actions and functions carried out in the management process depends on the type of organization (administrative, public), the size and scope of its activities (production, education, trade, consumer services), the level of leadership in the management hierarchy (higher, middle or lower), its role within the organization (production, marketing, finance, personnel) and a number of other factors.

References:

1. Dotlich D. L., Cairo P. C. 2002. *Unnatural Leadership: Going against Intuition and Experience to Develop Ten New Leadership Instincts*. Jossey-Bass: San Francisco.
2. Lipman-Blumen J. 2000. *Connective Leadership: Managing in a Changing World*. Oxford University Press: Oxford.
3. Bradfort D. L., Cohen A. R. 1998. *Power Up: Transforming Organizations Through Shared Leadership*. Jossey-Bass: San-Francisco.