

V. Chudovska,

*Candidate of Economic Sciences, Senior Researcher,
ORCID: 0000-0003-2055-5700*

N. Tikhonova,

*Candidate of Economic Sciences, Associate Professor,
Separate structural subdivision "Institute of Innovative Education of
Kyiv National University of Construction and Architecture", Kyiv, Ukraine*

SELF-PRESENTATION OF THE MANAGER OF THE CONSTRUCTION ENTERPRISE WITHIN THE FRAMEWORK OF PROFESSIONAL ACTIVITY

Modern dynamic transformations in the state naturally affect the growth of social requirements for the quality of management processes in various sectors of the economy. As you know, a characteristic feature of the manager's work is its high dynamism, the number of different in nature and psycho-emotional load of contacts, which sometimes do not even have motivational reinforcement and lack positive feedback. It involves coordinating the actions of subordinates, organizing their effective cooperation for the quality of production tasks, maintaining constructive relationships with senior management, as well as - with customers of different mental types.

The purpose of the study is to determine the essence and technological aspects of self-presentation of a construction company manager.

Self-presentation is the ability of a specialist to present himself at his best, to make a favorable impression on others and to preserve it. Self-presentation is also seen as a verbal and non-verbal demonstration of one's own personality in the system of external communications. In the literature, the term self-presentation translates as impression management. Self-presentation is a short-term, motivated and organized process of presenting information about yourself, which affects the perception of others. The perception of others is controlled by behavioral techniques of attracting attention to themselves, which "trigger" certain mechanisms of perception. Such techniques, for example, are: self-presentation of personal preference, attractiveness, attitude to the partner, demonstration of the current state. A separate type of self-presentation is self-disclosure, which is defined as communicating personal information about yourself to others. Through self-

disclosure, we give other people the opportunity to learn the essential aspects of themselves. A feature of self-disclosure is a certain level of trust in the partner, while self-presentation can affect this level, increasing or decreasing it. Similar to self-disclosure, the term self-expression explains the tendency of the individual to openly declare themselves, their intentions, desires, beliefs and feelings, to actively express them in behavior and communication [p. 239]. Thus, Self-presentation is aimed at arousal in the object of influence of certain emotions, with the expectation that these emotions will cause the desired reaction. It can be not only tactical but also strategic, ie it can be designed not for the effect of the same moment, but for the effect in the future. This happens when a person first works hard on his image with the expectation that in the future it will help him to influence others. Strategic self-presentation is a form of investing in the future. A person who builds a reputation as a reliable, competent and attractive person, expands the possibilities of his influence on other people.

E. Jones and T. Pittman [4] identify five direct tactics of self-presentation, each of which involves obtaining a certain type of power. These include: 1) tactics of gaining attachment (ingratiation): a person who uses this tactic, seeks to please others; 2) self-promotion tactics: tactics are used when a person aims to create the impression of a skilled and qualified person; 3) intimidation tactics: the purpose of this tactic is to demonstrate power; 4) exemplification tactics: the goal of a person who uses these tactics is to create the impression of a person with high moral principles; 5) supplication tactics: the purpose of this tactic is to present oneself helpless to receive help.

Every manager of a construction company must have personal technologies of self-presentation (self-image, personal attractiveness, etc.). To win people's attention, to create positive emotions in their psyche, to gain the status of an attractive person. The technology of self-presentation of the manager is based on three groups of qualities: moral (sense of value of moral self-education and self-improvement; continuity of processes of self-creation of the person); psychological (feelings of the team leader; establishing communicative connections; self-development of empathy; finding the right approaches to the "stars" and reference groups; intuitive sense of conflict); manners of behavior (possession of body, word, gesture, facial expressions; understanding the importance of personal example of the leader in communicating with people) [2, p. 87].

The self-presentation of a modern manager affects the image. The situational model of a successful image of a modern manager includes: purposefulness and dedication; expressed leadership qualities; willingness to take risks, courage in making decisions; ability to take responsibility; ability to take into account many factors when solving a professional problem; ability to delegate authority and distribute responsibilities; focus on a positive result; high efficiency [3, p. 161].

Thus, self-presentation is a verbal activity of a specialist aimed at building and maintaining one's own image, which during the implementation of the act of professionally-oriented communication is the unity of status and role characteristics of a professional in the relevant field of knowledge. The technology of self-presentation of a construction company manager is based on the ability to independently and quickly make the right decisions taking into account innovative processes and the latest trends in business development; manifested in the employee's attitude to the case, his personal responsibility, ability to work in a team, perform additional functions on their own initiative, in the understanding of their functional responsibilities, willingness to change, and so on.

References:

1. Алексеева О.Р. Трендспоттинг та професійне майбутнє сучасного фахівця : навчально-методичний посібник. Старобільськ: Вид-во ДЗ «ЛНУ імені Тараса Шевченка», 2017. 120 с.
2. Кравченко Л. Комплекс особистісних технологій само презентації менеджера освіти. *Вісник Львівського університету. Серія педагогічна*. 2007. №. 22. С. 84-91.
3. Шевченко В.С. Роль і місце іміджу керівника в ефективному управлінні сучасної організації. *Соціальна економіка*. 2016. №. 2. С. 157-161.
4. Jones E.E., Pittman T.S. Toward a general theory of strategic self-presentation. *Psychological perspectives on the self*. 1982. Vol. 1. P. 231-262.