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PERSONALITY OF THE CONSTRUCTION MANAGER

Today more and more attention will be paid to the issues of team management. The human factor becomes crucial in the skillful management of the organization. In each case, management in any field of activity and the success of the organization depends on the personal qualities of the manager, his ability to work with people. It should be noted that the modern construction industry should be even more flexible than before, in accordance with the changes taking place in the economy of Ukraine, in particular, this applies to the personality of the manager of the construction industry.

The purpose of the study is to substantiate the peculiarities of the development of personal and professional qualities of a modern construction manager.

As noted by L. Kopets, personality, is a complex psychological reality that is an extremely complex object of study. Personality is determined by socio-cultural influences, but also depends on genetic factors, it functions on a conscious and unconscious level, it changes and develops, but is characterized by established trends that distinguish personality over time, identify its style, actions, essence [2, p. 232].

The personality of each manager consists of three components: a) emotional - reflects the feelings and emotions of the individual about a particular situation; b) cognitive (cognitive) - highlights the result of the individual's knowledge of the situation; c) imaginary - determines how an individual should behave in a particular situation [3, p. 119].

NS Dymchenko notes the following qualities that ensure the success of the professional activities of the manager: a) well-developed analytical skills: the ability to obtain and process the necessary information, evaluate, compare and assimilate it; b) the ability to abstract (the ability to plan activities, predict and predict its results); c) a high level of formation of conceptual thinking; d) the ability to make decisions in conflict situations and situations of cognitive dissonance; e) the ability to control themselves (ability to self-regulation and reflection); f) developed organizational skills (which

include such qualities as purposefulness, determination, creativity, etc.); g) developed communication skills (ability to get in touch, build relationships, developed channels of verbal and nonverbal communication, professional competence, etc.); g) the ability to manage; h) the ability to identify business qualities of the entrepreneur (awareness of long-term goals, assessment of circumstances, decision-making, ability to use favorable opportunities in order to make timely changes to the organizational structure of the enterprise). Personal qualities and abilities of the manager are: a) responsibility (ability to take responsibility for the results of their work); b) flexibility (the ability to respond flexibly to various changes in management situations); c) creativity; d) orderliness (ability to plan organizational activities, the desire for order, technology and regulations); e) developed intuition; f) criticality (ability to identify certain shortcomings in their own activities); g) erudition, energy; g) self-confidence in the decisions made; h) purposefulness, effectiveness; i) demanding; i) the desire for constant personal growth [1, p. 11].

Of course, in order to remain competitive in a market system of economic relations, managers must be able to respond quickly to requests, constantly modernizing business processes in organizations. It is possible to cope with this only by having a sufficiently flexible structure, able to quickly introduce new technologies and change the direction of its activities in a timely manner.

So, summarizing the above, we came to the conclusion that the modern manager of the construction industry must have the potential to perform basic management functions, to develop the potential for implementation of management decisions; to improve the potential for management of human resources and own activities, not to stop at what has been achieved and to improve oneself. The development of these potentials is needed in order to be called a modern high-level manager

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