

EMOTIONAL LEADERSHIP IN THE PERSONNEL MANAGEMENT SYSTEM

Recun A.P.

Ph. D. (Economics), Associate Professor,
V.N. Karazin Kharkiv National University

Medenets V.V.

4rd year student of the specialty "Management",
V.N. Karazin Kharkiv National University

In the modern world, neither organization nor social structure or society as a whole can't function effectively without leadership. Worthy leaders who can set the right direction, to provide collective activity are always needed in all areas and spheres of life. Leader in the business is a manager who can properly use emotion in its activity. Emotions can influence how positively, so destructive. This is why effective manager should recognize this influence on time. Emotional intelligence (ability to recognize and control own and other people's emotion) is the main instrument which is used by leader and consists of self-awareness, self-management, empathy and social skills. It is known many different theories which describe essence of emotional intelligence. But all of them agree that EQ is more importance than IQ (intelligence quotient) in the business. Also EQ can be increased during all the life.

Today Ukraine requires rapid growth and increase of leadership potential in the management of domestic enterprises. Thus, the purpose of research is to generalize problems of essence of the concept "leadership" in the modern theory of management the-

oretically; also to evaluate and analyze the "leadership" and have to justify practical recommendations of improving the implementation mechanism elements of leadership in Ukraine.

According to the analysis of leadership development among the staff of Coca-Cola Beverages Ukraine based on a leadership index, it is clear that in general, leadership in Ukrainian sewing enterprise is at the middle level. However the main problem remains approaches to leadership development which usually are not systematic that finds the reflection in personnel turnover.

We need to consider a number of problems to implement the leadership in Ukraine, namely a difficult economic country situation, the predominance of friendly relations over business relation in the company etc. So today one of the most important mission concerning the emotional leadership development is a partial decentralization by the Ukrainian entrepreneurs of a management system, provision more authority to leaders, focusing attention to accrete systems of development and implementation of leadership potential.