

Resource approach in modern management

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Due to the European integration of Ukrainian society, as well as the urgent need to overcome the economic crisis, a necessity has arisen to develop a new approach to the management of social and economic assets. The concept of modern management plays a key role in this process. It is now advisable to raise the issue of a new management paradigm, since the foundation of modern society, the economy, and human relations is a managed organization – a social institution whose purpose is to achieve a result – rather than technology, information or performance efficiency.

The article focuses on the concept of resource management, as the resource approach is the predominant paradigm in the modern management theory. The resource approach makes it possible to emphasize the uniqueness of subjects of social and economic activities; it implies that not the repetition of behaviour patterns of other subjects, but the development and implementation of a strategy based primarily on internal factors and the unique character of a resource base is a key element of success.

The article analyzes the available studies of the resource approach in management and its challenges, and the findings of the analysis suggest that this issue requires further research with account for the specifics of modern management, where the human factor is a key element. The authors have determined that the characteristic feature of modern management is that it is not only an effective social and management technology, but also a deliberate system of human action coordination and regulation of various interpersonal and social relations, such as struggle, hostility, love, friendship, respect, authority, class or national community, etc.

The key concepts of the resource approach, such as resource, rent, competences, capacity, and resource potential are reviewed in the article on the basis of the above understanding of modern management. It has been established that, from the point of view of the resource approach, the identification of organizational capabilities of an organization – a management resource – must be one of the main objectives of modern management.