Summary

Subject matter: The improvement of the practice of management of the leader’s image (on the example of Kalmyk Administration of the Federal antimonopoly service of the RF).

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Customer organization: Kalmyk AFAS.

Topicality of the research: In the XXIst century the image of the leader of the organ of state power in ever growing. The main problem facing the leader is the problem of building relationships with the collective in his subordination and the superior leadership they should be built in such a way as to promote the effective work of the whole collective. The leader’s image should be an additional means for the acceleration of the achievement of the goals of the organization and the improvement of the effectiveness of its work, should have a positive influence on the subordinates.

Objective: of the research is the study of the main directions of the improvement of the practice of management of the leader’s image.

Tasks:

• to characterize the essence and significance of the image as a management category;
  • to examine the peculiarities and constituents state power;
  • to determine the socio-psychological foundations and stages of the formation of the leader’s image;
  • to examine the organizational and managerial characteristic of Kalmyk Administration of Federal Antimonopoly Service;
  • to analyze the image of the head of the Service. ;
  • to determine and develop the main directions of the improvement of the practice of management of the image of the head of the Service.
Theoretical significance of the research is in the systematization and generalization of the theoretical material on the problems of the formation of the head’s image, in the definition of the key notions and formation of the conclusions.

Practical significance of the research is that its results can be used for the development of the image of the head of the organ of state power and revelation of the peculiarities of image in the XXI century enabling it to reveal the mechanisms of the change of the leader’s personality and business relations under the impact of the new stage of management relations.

Results of the research: the method of the in-depth analysis revealed that the head of Kalmyk AFAS is exhibiting an alhoritarian style of leadership, lacks self-confidence in difficult situations, and needs to improve her image by developing the modern principles of imaging, self-presentation, competence status and power. We also held interviews with the employees of the organization in the course of which it became clear that the head is inconsistent in her decisions, can make sharp and slighting remarks to her subordinates as she considers that she is capable of fulfilling no less than the targeted volume of tasks.

Recommendations: we have proposed a complex strategy of the development of the head’s modern image: the realization of the principle of self-development and self-improvement, harmony of a visual image, communicative and speech influence, emphasis on her dominant position by non-verbal means.