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THE INFLUENCE OF MANAGEMENT STYLE IN THE PROJECT ACTIVITY OF THE ENTERPRISE ON ITS ECONOMIC DEVELOPMENT

Management of the enterprise includes the management of measures aimed at maintaining its competitiveness and financial and economic stability. However, traditional management cannot always ensure quality performance of tasks to increase the competitiveness and efficiency of the enterprise [5,6]. Project approach significantly reoriented manager's view on methods and means of goal's achieving.

Project approach to the implementation of any idea gives the project manager an opportunity to more clearly define goals and their achieving criteria, to structure all work processes, to implement full control over the progress of work, to optimize resources, to identify risks, etc. [1].

Each manager uses a certain system of rules, methods and techniques in relations with staff to achieve the goal. These systems are classified according to certain features and characteristics and constitute a separate management style [2].

Management style is considered as a stable set of specific principles, methods, techniques and norms of manager, which characterizes an approach to team management and the line of behavior in the situations that arise.

Kurt Levin's research identified three main styles of Management: Authoritarian, Democratic, and Liberal. This result was later described by Paul Kleinman in [3].

Authoritarian style of manager is aimed only at personal knowledge, interests and goals.

Democratic style of manager combines the right to personal decision-making with the active involvement of subordinates in the decision-making process, organizational issues and control of work.

Liberal style of manager is based on full transfer of tasks to subordinates together with responsibility for their performance.

Each style has its advantages and disadvantages. They affect the psychological state of subordinates, the general climate in the team and productivity of team's work.

No management style is perfect and does not exist in its original form. The main difference of project approach is that a separate team of specialists can be selected for each specific project [7]. In this regard, we should pay attention to Fiedler's situational model [4], In this regard, we should pay attention to the situational model of Fiedler, the main idea of which is that the use of features of each style in a given situation will most effectively effect on the team's operability. Thus, the situational management style for the project activity is the most effective for its successful implementation and achievement of the project goal.

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