

Psychological Features of the Development of a Corporate Image

Nataliia Nakonechna*, Iryna Synhaivska, Yuri Zhyvohliadov, Tatiana Malkova, Olga Vasilchenko

Department of Psychology, "KROK" University, Kyiv, Ukraine

Corresponding Author: Nataliia Nakonechna

E-mail: scopus.sv@gmail.com

ABSTRACT

During the preparation of the article, research was carried out on the general psychological mechanisms of the formation and development of a corporate image. The analysis of the psychological prerequisites for the formation and development of the corporate image, as well as the conditions that optimize these processes. The article discusses the concept of an organization's image - it is a holistic perception (understanding and assessment) of an organization by various groups of the population, formed on the basis of information stored in their memory about various aspects of the organization's activities. The main emphasis in the article is shown that organizations pay special attention to the external image in the eyes of the public, that is, the external environment of any subject. It also proved that the internal image of the organization in the eyes of employees is very important. The research consisted in the formation of both external and internal image.

Keywords: psychology, image, organization, corporate image, internal image, external image.

Correspondence:

Nataliia Nakonechna

Department of Psychology, "KROK" University, Kyiv, Ukraine

Email: scopus.sv@gmail.com

INTRODUCTION

Initially, the rapid development of the organization's activities to a certain extent also depends on its image, which can be considered as a system of people's ideas about the organization and its employees. Today, the market of relations, innovative processes in the economy, science, education, culture is developing sharply, of particular interest is the specificity of the content and formation of the organization's image. The main emphasis on the problem of creating a strong image of the organization is not accidental.

The main prerequisite for development is a strong image of the company, which is one hundred and is the achievement of the firm of sustainable and long-term business success. Thus, a strong image of the organization has the effect that the organization gains a certain bargaining power in the sense that it leads to a decrease in price sensitivity. Further, a strong image reduces product interchangeability, which means that it protects the organization from attacks from competitors and strengthens its position in relation to substitute products. A powerful image facilitates a company's access to various resources: financial, informational, human.

Basically, firms pay attention to the external image, that is, the external environment of an object. But no less important is the internal image of the organization in the eyes of employees.

The purpose of the article is to analyze the development and formation of an internal image.

MAIN TEXT

In the science of psychology, an image is understood as the character of a stereotype that has developed in the mass consciousness and has an emotionally colored image of someone or something. This concept reflects the social expectations of a particular group. The development of the image occurs spontaneously, but most often it is the result of the team's work [1].

The history of the emergence of "image" goes far into the last century and was used in advertising practice, entrepreneurship, as a means of psychological impact on

the consumer. Further, the development of the image became the main element of the theory and practice of public relations, which has become firmly established in political and public life. In real life, of course, this is. But in image technologies, this aspect, in my opinion, is not the main one.

The physical meaning of understanding is the ability to transmit (through certain image signals) information about oneself, about true principles, ideals, plans, actions" [5]. The main criterion is to study the cult character of the image; it can be considered as a message addressed to the contact audience that the company has such and such properties. Thus, for the audience to perceive such a message, it must be written in a language that it understands, and therefore use familiar symbols (signs) in their usual meanings.

The image of the company can be both positive and negative.

The foundation of a good image is the authority of the organization, the corresponding stereotype of its perception. A negative image manifests itself in distrust of the organization and its reputation. It is known that a good image of an organization saves its resources, and a negative one significantly increases costs [2].

The good image of an organization depends on the following factors [12-20]:

- independence;
- trend;
- leadership.
- ecology and safety.
- advertising.

The team of the organization is the key to success. In relation to a person, the term "image" conveys the following concepts: visual attractiveness of a person, self-presentation, building a person's image for others.

American image researcher believes that professional skill alone will not provide you with a job or promotion. To do this, you need to attract the people you work with, that is, you need to create the right image. It is believed that people judge us by appearance, by the impression that we create during the first five seconds of the conversation [3]. Basic personality traits, such as appearance, voice, and the ability to conduct a dialogue, can play a decisive role in a career and throughout life [8]. You can determine the external and internal factors of the formation of the image. So, an individual perception-oriented image will, other things being equal, more effective, the more it relies on the self-awareness of the individual, and the image of the organization in relation to external respondents will be more stable if it matches the image of this organization and its ordinary members. O.V. Lysikova notes that the corporate image is not as dynamic as the image of a person, however, taking into account the changing conditions and conditions in the sociocultural sphere, it must be corrected, and for this it is necessary to constantly monitor.

Each element of the structure is very important, the corporate image contains the content of the organization itself. Otherwise, the mass consciousness, due to its stereotype, will independently fill the missing elements with content that does not always benefit the organization [10].

The image of the head plays a significant role in shaping the image of the organization.

The leader must have the following components [4].

Skills and skills. The leader must have knowledge, his own methods of doing his business.

Timely reaction to the situation, activity. The director must be able to react to the event in time and make an appropriate decision.

Psychological reliability of the leader. This is the main condition for employees of the organization to be able to trust the leader and at the same time feel his support.

Management and example for subordinates (deeds and words, appearance. Business is realized in the form of personal example, active involvement of people in work, the impact of words - thanks to the skillful use of business rhetoric means.

The shell as an image criterion:

- well-groomed staff.
- good manners of staff.
- communication in any conditions

criteria for the image of the company:

- being human.
- correct speech.
- personal good qualities.
- deal with clients.

Leader culture. The manager's skills in employee psychology, the ability to select a team for himself in accordance with the requirements of the organization and the individual characteristics of the personnel are prerequisites for the successful work of the organization [6]. Knowledge of the structural features of the image

makes it possible to substantiate the continuity and close relationship of professional, personal and corporate images, as well as the technologies used in the process of their formation, and the functions they perform.

The main functions of the image can be shown: - the function-specialist, allows a person to realize himself in a specific area of modern production, business, culture, politics, education.

- the addictive function is necessary for comfortable adaptation to a specific environment, group, conversation.

- the development function allows you to maximize the individual abilities and inclinations in relation to a specific field of activity; - the function of values, which are a reference point in the subjective and objective world.

- focusing - the function focuses the attention of a specialist on the realization of his creative potential in professional success, scientific discovery, creation of a unique work.

- the psychotherapeutic function consists in realizing one's importance, psychological stability, confidence, optimism.

- the function of communication allows a specialist to positively organize and communicate at all levels, to receive maximum information from him, and also to influence the interlocutor or audience in the direction he needs [10].

Known scientists that the image depends on many factors that can change their values, and not on what was once set and did not change.

An important feature of the corporate image is its activity. The ability to influence the consciousness, emotions, activities and actions of both individuals and entire groups of the population. As a conclusion, people give preference to certain goods, firms, banks or political parties [11].

To summarize, the corporate image has two components - image and assessment, which lend themselves only to a conditional conceptual distinction, in real existence they are inextricably linked.

The main expression of the image is the result of mental reflection (representation) of one or another objective phenomenon; in the process of this reflection of possible transformations of the original information, and, accordingly, the image does not necessarily represent an exact copy of the displayed information (this explains the frequent discrepancy between the image that the corporation is trying to create on the market and the current image of this company in the eyes of market participants) [13].

Conducting assessments exists due to the fact that any information about the organization includes an assessment, evokes certain emotions with varying intensity; The main assessment of the organization's image is carried out by the surrounding people through the prism of their own experience, value orientations of the individual, generally accepted norms, principles, standards. The truthfulness of assessments made by a person on the basis of images is directly proportional to the depth of his knowledge in that area of life, in the area where they are formed.

It is known that signs of a corporate image, which, according to American researchers, do develop in practice:

so, the image should be synthetic, that is, planned so as to make a certain impression with the brand, trademark and product range.

Further, the corporate image must be believable, reliable in order to inspire trust in people, to identify with a specific person or corporation. And, he must be passive. Thus, the image to a certain extent corresponds to reality, its creator, to a certain extent, seeks to become similar to the image, and not to make it similar.

The image should be vivid and specific to appeal to human feelings and it should be simple and memorable.

Another important sign of the image is insecurity, it must be found somewhere between feelings and reason, expectations and reality, in order to resist unforeseen events, changes in tastes.

In its organization there are ideas of the general public about social goals, the role of the organization in the economic, social, cultural life of the city, region, country.

The structural components of a corporate image are mission, legend and vision. Mission is a short expression of the function that an organization performs in society, that is, the meaning of its existence. The mission statement describes the reason for the existence of the company (for example, the implementation of a social program, the provision of services, the fight against illness, etc.). The concept of mission is used in image-making when creating any kind of image. A complex structure is the construction of a legend. Legend refers to a story that gives solidity, reliability, promotes the verbal, and then internal tangibility of the company, facilitates the dialogue between the company and consumers. A legend is not necessarily a fiction; it can represent real events presented in a certain way. A legend can relate to either one of the leaders or organizers of the company or relate to traditions associated with the product being produced.

Important element is the goal (vision, strategic goal), that is, a description of the corporation in the future, if there are real cases that will help to realize these achievements. Vision, as a rule, describes what the company is striving for. If at least one of the three elements mentioned is absent or poorly combined with other elements, the image loses its integrity and often becomes negative [7].

Each of the elements and all together are adequately expressed in the form of statements. For mission, goals and legend, the hallmark is ease of expression. These elements can always be expressed in statements, in oral or written statements of the subject. From the above it follows that the structural elements of the image in the course of its perception are compared with objective criteria (the real state of affairs) and, on this basis, are assessed as good or bad, it is determined whether the mission is shared in society with the values and ideas of good.

CONCLUSION

In this article, the results are obtained on the basis of which we can conclude that the image is a way of life not only of an individual and a group, thanks to which an impression is created about them and about the company as a whole. The main distinguishing feature of an image oriented both to self-awareness and to perception, the image of an organization (corporate image) is always oriented to perception. Ensure that actors, both inside and outside the organization, have an image consistent with the goals and objectives set by management. The main function of the corporate image is the unity of the internal and external image of the company.

The most important element that binds together the internal and external image of the organization, the mission of the company. The main condition for the

effectiveness of the mission in the structure of the external image is its truthfulness, and only if all members of the organization (both managers and ordinary employees) understand the corporate mission and share it, we can talk about compliance with this state.

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