

THE DEFINITION OF “TOP-MANAGER” AND HIS MAIN FUNCTIONS

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ВИЗНАЧЕННЯ ПОНЯТТЯ «ТОП-МЕНЕДЖЕР» ТА ЙОГО ОСНОВНІ ФУНКЦІЇ

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Abstract. *In the overall structure of the enterprise motivation system, a top manager is one of the most important elements of a company's working capital, the cost of which is payable and the creation of favorable conditions of activity is a special type of investment. Increasing the value of most of the resources of an enterprise represented by tangible objects is limited by time frames, while the value of human capital becomes more important, and the system of development and motivation of highly qualified personnel becomes the most important tool for improving the efficiency of the enterprise itself. In the given work defines the approaches to the essence of the category “top-manager”, based on which their own statement has been provided. The content of the main functions of the manager and their relationship have been disclosed.*

Key words: *definition, personnel, top-manager, enterprise, manager functions*

Introduction. Creating and maintaining the competitive advantage of the enterprise is possible only if the formation and use of the personnel of the organization. Modern socio-economic development shows that the success of an enterprise, of any form of ownership, depends largely on a competent and competent management. Therefore, one of the topical trends of today is the formation of high-quality potential of a top manager, his knowledge, skills and skills, which is a major resource in an unstable economy for the enterprise.

In the modern scientific and non-fiction literature, the laws and practices of companies use different terms to refer to the senior executives of a large enterprise. Thus, there is a need for a clearer definition of this concept and systematization of its existing functions.

Analysis of basic research and publications. Today, in the field of personnel management, research is being actively developed. Thus, well-known scientists of the past and present, such as DP Bogin, VM Grineva, MS Doronin, AL Zhukov, devoted their attention to the problematic aspects of the interpretation of the notion of "top-manager" and systematization of its functions. , AM Kolot, OM Krasnonosov, VD Lagutin, ND Lukyanchenko, LA Lutai, GV Nazarov, VS Ponomarenko, MV Semikina , OM Yastremskaya and others. and other.

At the same time, many of the presented scientists pay more attention to the definition of the concept of manager, not senior manager.

Issues of research on the notion of "top manager" and its main functions were addressed by such prominent foreign scientists: G. Emerson, E. Mayo, A. Smith, F. Taylor; K. Alderfer, V. Vroom, F. Herzberg, D. McGregor, D. McClelland, A. Maslow.

It should be noted that the study of the concept of "top manager" paid less attention, both domestic authors and foreign. In such circumstances, the study becomes particularly relevant.

Goal. Defining approaches to the essence of the category "top-manager", on the basis of which to propose your own statement. Reveal the content of the core functions of the top-manager and their relationship.

Materials and research results. In a modern organization, top-managers hold key positions. Director, Team Leader, Head, Chief, etc.—all these words denote positions, and the people who hold these posts can be united by the general concept of “top-manager”, since it is possible to define such common features of their activities: the top-manager supervises the work of one or more employees; the manager administers a part or all of the organization in which he/she works; the manager receives certain powers and makes decisions within these powers that will have consequences for other employees. So, let us consider the analysis of “manager” as the basic concept of research in more detail.

In the Unabridged Explanatory Dictionary of the Ukrainian language, a top-manager means a person who is responsible for the coordination and control over the labour organization; who manages an industrial, commercial, financial, and other enterprises [1].

According to V. Razanov, the top-manager is “a subject who performs managerial functions” [2].

A. Vikhanskyi believes that “the top-manager is defined as a member of the organization engaged in management activities and solves management tasks” [3].

V. Bereha notes, “Since the top-manager is not a direct producer or creator of material goods, but only optimizes the process of their creation, the product of the top-manager’s labour can be qualified as a universal service for creating conditions for production and creativity” [4].

V.A. Kravchenko gives the following definition of the top-manager concept: this is a specialist who is professionally engaged in management activities in a particular area of the enterprise, holds a permanent management position and is vested with certain powers [5].

Having considered various approaches to the interpretation of the basic concept of the study, we can conclude that the manager is a specialist who occupies a permanent leadership position and is empowered to make decisions on certain activities of the organization, whose main function is his/her effective management, which is carried out in order to obtain the results desired.

The general and established classification of the top-manager's functions does not exist, but most experts agree that there is a minimum set of functions inherent in all levels of the management pyramid. We present this list in the following sequence (Table 1).

Table 1

The main functions of the manager

Function	Content
Planning	Choosing the future direction of the organization as a whole and its individual subdivisions in particular, as well as making decisions about how to achieve the desired results based on the collection and analysis of the necessary information. By planning, the goals of the organization are established and the ways and timelines for achieving these goals are determined.
Organization	Making decisions about the necessary actions that will lead to the achievement of goals; the allocation of human resources to working groups; and the appointment of the top-manager for each of the groups; finally, providing the organization with all kinds of resources that are necessary for its activities.
Leadership	Direct and practical management of subordinates in the process of performing their duties, which includes: informing subordinates about the activities, orders, and instructions; motivation of subordinates to the effective and efficient performance of their duties.
Staff relations	The process of selection, preparation, development, use, and remuneration of people for the work done for the organization.
Control	The process of comparing actual performance with planned targets, as well as the development and application (if necessary) of corrective measures in order to achieve the established goals.

The planning function is the main management function, on which all other functions depend to a certain extent. The top-manager, engaged in managerial activities, outlines the goal of the organization and seeks to determine the best ways to achieve it. He analyzes budgets, schedules, information on the state of the industry and the economy as a whole, the resources at the disposal of the enterprise, and the resources it is able to acquire. An important aspect of planning is careful evaluation of the output. Since the enterprise develops largely under the influence of conditions prevailing in the past, the changes predetermine the need for new methods of enterprise activity. This feature requires the manager to possess analytical skills.

The function of the organization is to ensure the activities of the enterprise (organization) by coordinating the actions of the labour collective, taking into account its existing formal and informal components, forming the corporate spirit of the enterprise. At the same time, management places a person in the spotlight. Carrying out organizational activities, the top-manager operates in a complex structure of the enterprise, the main components of which are: formal organization; informal organization; employee; labour collective; corporation.

Many management specialists often consider the function of working with staff as an integral part of an organization; however, we draw attention to its importance for any organization, which justifies its allocation to a separate object of consideration. This is also supported by the fact that the concept of "personnel management" has emerged as Human Resource Management.

The performance of the control function is necessary to ensure that other managerial functions are also performed effectively and efficiently.

Conclusions. So, the main managerial functions in practice are closely interrelated with each other. Their interaction ensures the successful functioning of the enterprise in market conditions, despite external or internal impact factors.

Based on the features of the professional activity of a top-manager, which consist in the fact that he/she performs specific functions of management and organization of the production process, dealing with people, then, in our opinion, the solution of professionally significant tasks depends on a certain level of formation of his emotional culture as an important component of personal professional skills.

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ВИЗНАЧЕННЯ ПОНЯТТЯ «ТОП-МЕНЕДЖЕР» ТА ЙОГО ОСНОВНІ ФУНКЦІЇ

Анотація. У загальній структурі мотиваційної системи підприємств менеджер вищої ланки є одним з найважливіших елементів трудового капіталу компанії, витрати на оплату якого та створення сприятливих умов діяльності, являє собою особливий вид інвестицій. Зростання вартості більшої частини ресурсів підприємства, представленого матеріальними об'єктами, обмежений часовими рамками, в той час як цінність людського капіталу набуває більшої ваги, а система розвитку і мотивації висококваліфікованого персоналу перетворюється в найважливіший інструмент підвищення ефективності діяльності самого підприємства. У даній роботі визначені підходи до сутності категорії «топ-менеджер», на основі яких було надано власне твердження. Розкрито зміст основних функцій менеджера та їх взаємозв'язок.

Ключові слова: визначення, персонал, топ-менеджер, підприємство, функції менеджера.

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ОПРЕДЕЛЕНИЕ ПОНЯТИЯ «ТОП-МЕНЕДЖЕР» И ЕГО ОСНОВНЫЕ ФУНКЦИИ

Аннотация. В общей структуре мотивационной системы предприятий менеджер высшего звена является одним из важнейших элементов трудового капитала компании, расходы на оплату которого и создание благоприятных условий деятельности, представляет собой особый вид инвестиций. Рост стоимости большей части ресурсов предприятия, представленного материальными объектами, ограниченными временными рамками, в то время как ценность человеческого капитала приобретает больший вес, а система развития и мотивации высококвалифицированного персонала превращается в важнейший инструмент повышения эффективности деятельности самого предприятия. В данной работе определены подходы к сущности категории «топ-менеджер», на основе которых было предоставлено собственное утверждение. Раскрыто содержание основных функций менеджера и их взаимосвязь.

Ключевые слова: определение, персонал, топ-менеджер, предприятие, функции менеджера

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