

GENDER ANALYSIS OF MANAGEMENT STYLE

Y.I. Dyachenko

Institute of Humanities, Social Sciences and Technologies

Language advisor: Y. A. Zeremskaya, associate professor

Abstract: The paper deals with gender features of leaders. Pluses and minuses of men and women management are examined.

Key words: leadership, successful leaders, organization, skills, gender signs.

Gender analysis is a type of socio-economic analysis that uncovers how gender relations affect a development problem. The aim may just be to show that gender relations will probably affect the solution, or to show how they will affect the solution and what could be done (Gender analysis [сайт]. URL http://en.wikipedia.org/wiki/Gender_analysis). According to different characteristics male and female maintain, their leadership styles have many differences. Each gender is a 'culture' in itself, raised with invisible rules of conduct instinctively known to all adult members of that gender. Norton thinks that during a long period of time, many people think men have the ability to manage people well and they are suitable to management. However, as more and more women are moving into management in recent years, some questions have arisen: Do women bring a special brand new style of leading into company? The traditional "command-and-control" style, compared with women's ways of leading, which one is more effective? Which leadership style is better? Which leadership style is better? (Gender and leadership style analysis [сайт]. URL <http://www.ukessays.com/essays/management/gender-and-leadership-style-analysis-management-essay.php#ixzz31a7XB4bt>).

Management is an activity in which the person can be either successful or unsuccessful. It is defined by abilities and opportunities of each person and gender characteristics.

Women – leaders unlike men – leaders have such qualities which can effect on employees more effectively. (Мишель – Альдер, 1991). Mishel – Alder suggests the following qualities:

Sociability.

Women can easily find contact with employees because they show interest in results of their work and also interested in subordinates private matters. Speaking about men's sociability management is harder, they are severe leaders who don't care about anything besides work. Women - leaders' sociability creates a pleasant atmosphere in a team, which can help to identify employees' talent, but it is difficult for men to reduce the distance with subordinates.

Stress tolerance.

Women - leaders are less exposed to stress than men - leaders. Women better coordinate actions of their employees in the events of a sudden change of work direction. Men-managers build long-term plans and when something goes wrong, they can't orient quickly.

Analytical skills.

Women are very good analysts, they state their thoughts much better, analyze the reasons of mistakes and failures of employees and easily correct them.

Peacemaker.

Women are often ready to make a compromise. Woman - leader doesn't compete where she can come to peaceful resolution of a situation. Men are not ready to change their management plan because they guided by the principle "everything or nothing".

Soft management.

A woman's style of presenting information to their subordinates and business partners is based on trust. Their management style more flexible.

Emotional instability.

Women – leaders are emotionally. Their mood depends on many factors. So, very often they can't perceive somebody's criticism correctly.

Personal problems.

It is difficult for women to differentiate personal and professional lives because they feel family disorders and personal problems deeper and more seriously. Men easily put personal troubles outside the office.

Absence of the long-term plan.

Women executives are concentrate on the today's results, but they do not have clear and long-term prospects.

Informal relations.

Men are able to get informal relationship with business partners and company's clients, for their benefits and for company's profits. For example, Russian businessmen often go to sauna or sport bars with their business partners, but this way of business entertainment is not chosen by business women.

Gender advantage.

Business women often flirt at business meetings. They use men's weakness to achieve their goals. According to Komarov, business women often use sexual clothes, languid manners, tears, but I don't agree with him, because today's business women are smart enough to reach their goals without using their gender advantage. (Комаров, 2001).

Statistically, today's Russia takes the second place by number of the private companies which leaders are women. It shows that women can manage big companies very well. They've equal to their male colleagues. (Стрекалова, 2003).

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Dyachenko Yulia Igorevna - student of the ISHT of TPU, Russian Federation

E-mail: yulchik_31@list.ru