

Socio-Psychological Characteristics of the Requirements for Women Leaders in Part of Increasing Management Efficiency

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Abstract:

At the stage of the new era, the leadership of our state is focusing on women, who are the pillars of society, opening up a wide range of opportunities for them to demonstrate their activity, talents and abilities in all areas. It is especially noteworthy that the leadership of the education system has opened a wide way for the formation of a unique image of women.

Keywords: image, communicative image, individual image, ethno psychological image, gender, mentality, ethno psychology, behavior, activity, behavior, interpersonal relationships.

Women's participation in economic and social life is determined directly by the demands of family and community. In the traditional view, a woman is involved in household chores and raising children, and a man is the head of the family who ensures its material well-being. Over time, this ideal idea is gradually transformed [1].

Due to numerous changes in various spheres of life, women are working more and more, devoting less time to housekeeping, more and more women are becoming leaders, which undoubtedly indicates a change in society, a shift in gender roles and stereotypes. These social changes affect both managers and subordinates. They influence perceptions of the effectiveness of a woman leader and her social roles.

Women break the stereotypes inherent in leaders and managers, bringing new features and changes to business and family life.

In modern society, a number of objective conditions have developed that are conducive to the expansion of women's role repertoire, in particular, the development of female leadership. Society is increasingly oriented towards democratic principles of management, information technology is coming to the forefront, the service sector with its corresponding model of business relations is gaining predominant importance, which is fully consistent with women's characteristics of doing business. The demand for a "female" management style is also determined by qualitative changes in management itself, which is now acquiring a sociotechnical, innovative, people-oriented character. A number of studies provide convincing evidence that a non-traditional female leadership style is well suited to modern conditions and can enhance the viability of an organization in an unstable world.

Let's consider the psychological characteristics that characterize a modern business woman.

First of all, this is a deep awareness of equality, equality of one's opportunities and abilities to participate in all spheres of society.

Based on the research, when characterizing female leadership, respondents gave them priority in motivating staff. This is manifested in attention to interpersonal relationships in the team, the interests of employees, and the desire to introduce elements of empathy into the management process [3].

In personnel management, a female manager pays more attention to relationships between team members; she is more concerned about the sphere of interpersonal relationships. She reacts more subtly to the moral and psychological climate in the team, shows greater sensitivity in understanding the mental state of her subordinates, and makes special efforts to create an appropriate atmosphere in the organization (ibid.).

Carrying out the function of control over the activities of personnel, a woman does not strive for harsh sanctions, but first of all wants to provide the necessary conditions for subordinates in order to minimize punishments. At the same time, it retains the ability to implement tough measures against those who fail to cope with the assigned tasks.

A feature that characterizes the female management style as emotionality was also noted. And in various situations, the reaction of a female leader differs from the reaction of a man: emotionally she is brighter and richer. A woman takes everything related to work "close to her heart" and remains at the mercy of her emotions for quite a long period of time. A woman is more inclined to "lose" the situation, to experience the possible outcome of events [2].

In the field of communication support for the management process and when making decisions, she more often relies on her feelings, intuition, and the famous female logic, which is not unsuccessful, since a woman is sensitive to most aspects of the problem that have emotional significance for her. This is manifested, in particular, in the involvement of employees in the process of preparing and making decisions, trust in their professional competence, where it is necessary to be sensitive and pay attention to the internal state of the interlocutor, which is ensured by the female gender role.

Women have greater flexibility in creating their management and use what is most effective without becoming consistent adherents of one style. Based on this, a woman leader implements not only survival strategies, but also development strategies, building more careful relationships with her partners and avoiding too risky strategies. However, this does not mean that a woman does not know how to take risks.

The activities of a woman leader are aimed at consistent, gradual transformations without focusing on immediate results. This strategy of "small steps" is very justified in situations of uncertainty and bears fruit in the current economic conditions. These same circumstances determine a woman leader's inclination towards tactical rather than strategic planning, which often turns out to be more advantageous in the modern situation.

It has been established that women have a detailed and balanced approach, a "taste" for little things: they perceive and analyze details and details of events much better, they are able to scrupulously dissect the whole into its component parts and conduct a logical analysis of the elements of the whole [4].

The development of a business with a "female face" has a lot to do with its ability to penetrate narrow market segments. It is women, with their sociability, emotional focus on the client, ability to establish trusting relationships, achieve results through agreement, and not at any cost, who have a certain advantage over men in solving corporate problems.

The change in value orientations in modern society, the transition to collegial management principles contributes to the replacement of strong and tough leaders with democratic ones.

At the same time, we should not forget that, as mentioned earlier, a woman's professional status is seriously influenced by her marital status and the need to combine roles, which limits the choice of activities, complicates career advancement, and creates difficulties in work.

Women choose different options for combining different social roles - not only an active participant in work and social life, but also a "housewife" and mother, although the majority consistently focus on their equal importance. A woman makes a specific choice of life path herself in accordance with her personal qualities, preferences, tastes, and life circumstances.

No social practice can cancel the psychological difficulties that arise when a woman is "double" employed at work and at home.

The equal position of women in society significantly changes traditional ideas about such traits as masculinity and femininity. Women are now more likely to have patterns of behavior that were previously reserved for men, for example, the skill and ability to make decisions, defend their opinions, and independence.

So, gender aspects in management today are a reality. The search for the place and role of women in management is largely related to changes in the political situation, legal framework and general approaches to management theory, and the search by scientists for objective grounds for studying such a specific phenomenon: a woman as a leader. It is hardly appropriate to extrapolate general theoretical concepts of effective management to the specific characteristics of the female management style, and the latter to all areas of activity in general.

Literature

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