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GENDER DIFFERENCES IN IDEAL MANAGER PERCEPTIONS

Society is a complex system which consists of different spheres of human activity: economic (production), political, social and spiritual.

The sphere of production plays an important role in our society [1]. The basis of this sphere is considered to be a material production. The society wouldn't exist without it. One of the main factors of labor productivity is the interaction (cooperation) of leaders and subordinates. You can face the problem of leaders and subordinates conflict. It may be caused by different factors. However, there is a common problem of subordinates unjustified hopes and expectations concerning the personality of the leader. Everyone imagines the "ideal" leader in his own way.

People of all ages, gender, nationality, marital status will have different perceptions and beliefs [2]. Gender differences are especially important because there are mixed types collectives at the enterprises. It is important to define men and women understanding peculiarities of the "ideal" leader. To identify the components, a leader should be focused on interaction of male and female subordinates as men and women have some differences in the cognitive and behavior spheres [3].

Methods and organization studies. To perform the tasks and hypothesis testing we used such methods as: theoretical analysis of the psychological literature; empirical - associative experiment; methods of mathematical statistics factor analysis.

Experimental basis of research. The study involved 80 people aged 20 to 50 years (20 girls 20-25 years, 45-50 years, 20 women, 20 boys 20-25 years, 45-50 years, 20 men).

The study of a real leader evaluation was conducted in order to compare the results. It gave the opportunities to draw an analogy between an ideal and a real leader evaluation. Gender differences of the leader evaluation were revealed. Nevertheless, not only gender differences but age ones were highlighted in the process of leader evaluation.

The girls' (20-25 years) and women's (45-50 years) perceptions of "ideal" and "real" manager of the organization were associated with personal, moral and emotional characteristics. The young men's (20-25 years) and women's (45-50 years) perceptions of "ideal" and "real" manager of the organization are associated primarily with professional characteristics.

It should be mentioned that age differences play an important role in this aspect. Young people define a real leader not only with negative but also positive characteristics. Adults purely attribute negative qualities to a real leader evaluation. It is important to stress on the fact that there are differences and similarities of characteristics between male and female.

LITERATURE

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