

національним ресурсом – одним з основних багатств економічно розвинутої держави, головним джерелом економічної і військової сили держави. Національний інформаційний ресурс повинен стати одним із вирішальних ресурсів розвитку країни, привабливою сферою вкладення капіталів суб'єктів господарської діяльності.

THE ROLE OF PROFESSIONAL ETIQUETTE IN ENTERPRISE MANAGEMENT

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Nowadays, one of the most important factors of successful operations of any enterprise is the well-coordinated work of the labor collective. Such work is based on the knowledge and compliance with ethical standards and rules of behavior, which, unfortunately, are often ignored.

It is not enough to be only a highly qualified specialist with extensive experience and additional advanced skills, which can be very useful in all spheres of work, in order to be effective in fulfilling tasks, but also to be able to establish relationships with consumers of management services.

Management etiquette is the normative basis of management that addresses the following major management issues: the mutual rights and responsibilities of employees; a manager and subordinates; a reasonable balance of freedom, equality, and justice.

Business etiquette or service is a system of behavioral norms with which a person learns to respect the dignity of other people and to know how to defend his or her dignity.

Most of their time, employees spend on communication with other employees, executives, business partners, and that is why it so important to be able to maintain relationships with all of them.

One of the most serious problems in enterprise management is the excess of its authority, caused by disregard for ethical principles arising from a manager, as a rule. This situation leads to a decrease in the quality and productivity of work in enterprise management.

There are also other problems such as:

1) avoidance of compromise for own reasons, frequent conflicts (between a manager and subordinates or vice versa, as well as among employees);

2) unhealthy competition (the desire to accumulate material goods and / or other corporate benefits);

3) lack of an image of a business person, manifested in the style of thinking, behaving accordingly, his manner of dressing.

The personal moral principles of a man are his reflection of the internal culture. They should be used when interacting with people under any circumstances. Business communication is always based on respect. An example of a common misconception in an already formed enterprise staff is not accepting a young employee from a position of psychological superiority over him.

Thus, it becomes clear that the development of enterprise management should be started with forming a system of value, and then policy-making of human relationships.

Therefore, it can be concluded that in the modern world, the professionalism of etiquette is one of the most important factors for creating effective enterprise management, influencing its workability, productivity, coherence.