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STRATEGY OF GREAT LEADERSHIP IN RUSSIAN COMPANIES

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ABSTRACT	KEYWORDS
In this work the problem of leadership as the main mechanism of regulation of an enterprise is raised on the example of Russian organizations. Also outlines the main concepts related to leadership and presents data and results of the survey on the qualities of a leader. Special attention is given to the identification and description of the main strategies of leadership in Russia. Situational approaches and theories of leadership in general are also highlighted.	Russian companies, leadership, workplace, the policy, the characteristics, company's activities, business management.

Introduction

Every year the activities of Russian companies bring more and more results, and the companies themselves, in turn, enter the world arena. The functioning of companies becomes effective as a result of the impact of methods for regulating the activities of its employees. One of these methods is leadership.

Leadership is the quality of a manager (leader), which allows you to direct the work of people so that the company's activities become more efficient and effective. The leader must be able to motivate people working in the company, create comfortable working conditions that would make employees want to visit their workplace.

In the course of this, leadership begins to play an important role in the management of the organization, not only in Europe and the United States of America, but also in Russia. Russian leaders began to take into account the importance of this concept in the field of entrepreneurship and management.

A large number of studies have been conducted that emphasize the relevance of this topic and problem, which is expressed in the following: the policy and methods of leadership in Russian organizations.

The object of research is management and its component - leadership. The subject of the research is the tactics of leadership in Russian organizations.

The purpose of this work is to identify the characteristics of leadership in Russia, conduct a survey among ordinary people on the most important qualities of a leader in a company, as well as identify the level of leadership in Russia, and at the same time identify the degree of influence of a leader on the success of a company and determine its place in business management.

The concept of leadership began to appear between 1930-1950, and it immediately became quite large-scale and systematic. Leadership is the desire and ability to manage people, as well as the ability to influence their activities to achieve common goals.

During these times, research was conducted aimed at studying the personal traits of effective leaders in various organizations. In the course of these studies, a personal theory of leadership emerged. Based on it, all successful leaders have a number of qualities due to which they have achieved efficiency in

American Journal of Pedagogical and Educational Research

Volume 5, Oct., 2022

their activities and as a result, if it were possible to identify these qualities, they could be taught to other people so that their activities begin to bring the same results. An example of such qualities are: intelligence, initiative, sociability and others. However, in the process of correlation of the above qualities with the personal qualities of leaders, no common ones were found. And already in 1948, the American psychologist Ralph Studill determined that in specific situations, leaders act differently and show different personal qualities. From the foregoing, it follows that the leader is not given all the qualities that would help him act most effectively in every situation, and therefore personal characteristics are not the only ones in the leader's assessment. However, not long after the conclusion of R. Stadill, in 1935, Tid Ordway, an American researcher who specialized in economics and business, published a book called "The Art of Leadership", where he singled out a number of qualities that, in his opinion, are the most important for a leader:

Honesty;

Involvement in business;

Goodwill and good mood;

Hardened from external factors (affecting both the physical and psychological state of a person);

Understanding and awareness of the goals of the company, as well as the direction in which it operates. Combining the research conducted in this area, in management, as a rule, two types of leaders are distinguished:

a democratic leader who empowers employees with more power and authority;

autocratic leader - a leader who believes that power should belong to one person, fully follows his legal authority in making decisions, and also uses power that is coercive, with elements of encouragement.

Subsequently, Robert Tannenbaum and Warren Schmidt singled out another type - mixed, where each of the previous two has its share of subordinate interference in decision-making and task consideration. In the 19th and 20th centuries research has been done on this topic. One of which was an experiment at Ohio State University that aimed to identify the main behavioral leadership styles:

Attention to employees. In this case, the leader is characterized by such behaviors as friendliness and openness in communication. The leader, as a rule, directs his attention to the needs and emotions of subordinates.

Structure initiation. In this case, the leader is inherent in the desire to develop a thorough plan of action for subordinates, as well as a schedule for their work. The leader no longer devotes so much time to the feelings of employees, as in the first case, but directs his activities and the activities of his subordinates to achieve common work goals.

Speaking on the topic of leadership, the problem of the dependence of leadership methods on specific circumstances at work is often raised. This has given rise to a situational approach to the consideration of leadership and its models.

So, for example, among the first theory of the American psychologist Fred Fiedler. He singled out two types of leaders, thereby trying to bring each of them closer to specific circumstances. The first of these types was that the leader focuses on the work tasks that he sets for himself, and the second that the leader focuses on the relationship with subordinates.

Conclusion

Finally, the last type of leadership should be noted - service, the main task of which is to motivate employees to perform work, as well as to achieve their goals. Service-type leaders try not only to achieve common goals, but also to satisfy the needs of subordinates that would help them cope with their work.

In order to make it easier to manage the leadership system, management introduced such a concept as strategy. With the help of a leadership strategy, one can determine what qualities and knowledge a leader needs to have, the required number of managers in the company, as well as the goals that leaders

American Journal of Pedagogical and Educational Research

Volume 5, Oct., 2022

will need to achieve. All this can be determined only through a thorough study of the existing situation in the company. With a well-defined leadership strategy, the company will be able to achieve its goals earlier, as well as using fewer resources.

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