

CREATIVITY AS A PROFESSIONAL SKILL OF THE MANAGER IN THE ERA OF GLOBALIZATION

^aMARGARITA MIRONOVA, ^bALIYA BUSHUEVA

*Kazan Federal University, Department of Financial Management,
18 Kremlevskaya Str., 420008, Kazan, Russia
email : ^amarg.mironova2011@yandex.rum, ^binfo@prescopus.com*

Abstract. The modern Russian economy, along with a ramp-up in raw material and industrial production according to the main trends of the era of globalization. Globalization is the process of integration of different societies and countries. Globalization is defined as a process that is based on international strategies, seeks to expand global business operations and is caused by the facilitation of global linkages in relation to technological progress and socio-economic, political and environmental developments. In the article the author considers creativity as a socio-cultural function, as an economic one. Along with the core, the creative class includes an extensive group of creative professionals employed in business, finance and other related fields. In the article one of the directions of the creative activity of the manager is considered - creating a personal brand, on the basis of which the author makes a conclusion about the need to consider creativity as an integral part of the manager's professional skills.

Keywords: The modern Russian economy, socio-cultural function, manager's professional skills.

1 Introduction

The efficiency of Russian economic reforms in the era of globalization largely depends on a strategic management for sustainable development of the national economy and services in particular. A common and significant feature of any services is their direct and close connection with the individual needs. The public comes to rely on the personal qualities of workers, managers, and engineering staff of the public sector, and also their competence, responsibility, and integrity. The cost of responsible behavior of the management decisions is determined by their competence, intelligence, emotional maturity, and mental health increases multifold. Currently, the training of managers in the service sector is of great importance.

Issues of training for service businesses have been considered by many researchers, including: Zaytseva, N.A., Mironova, M.D. Gorbunova, M.Y., Zagidullina G. M., Romanova, A. I., Dementij, L.I. These and other researchers reveal the essence of personnel training in the field of services on the basis of professional activity features in this field. The framework of study employs basic premises and principles of the social and cultural concept of management (SCCM) and results of the study of the service workers and managers cultural and national features. (Gorbunova, 2008; Dementij, 2010; Zajceva, 2013; Mironova, 2017; Zagidullina, et al 2009).

2 Method

The most common law and fundamental principle of transforming economic resources into satisfied demand are external to innovative processes in the performance and development of a housing and public utility company. The functioning of the innovative management system is essential to achieve the parameters required for the performance of a company which include improvements in the quality of its performance, operation, and development. The innovative management model is based on arguments of the social and cultural concept of management (SCCM), which is in turn based on the value of self-organization and self-control among specialists and managers.

Innovative changes in service industry management occur based on new organizational structures established and profound alterations made in the content and methods of management (Korobejnikov, 2000). Creating and introducing the operating mechanisms of an innovative system to personnel management service industry reflects the logic and methodology for a system analysis and synthesis of management innovations at the theoretical and empirical levels of study. In addition, a type of adaptation by an economic agent to the environmental changes is defined by characteristics of relevant management innovations which regulate the interactions between business entities and their

environment. One of the most important areas of management innovation is creating and promoting human capital in the organizations of the service industry based on professional development (Zajceva, 2013).

In the scientific literature human capital is associated with knowledge, experience, and skills. Thus, the study of the formation and development of human capital as the key resource of the service economy is becoming an important direction of improving the efficiency of the industry.

3 Results

Developing core competencies as part of a professional's innovative personality in the service industry is the most important goal of innovation management today. As a matter of fact, any company has an unlimited number of available and potentially required skills and knowledge so they may be developed or acquired quite randomly. Managers of a company seeking to gain a competitive advantage should consciously control the development of core competencies and knowledge required to adapt to the environment. They should at least monitor changes in the environment, define goals and objectives, and ensure that these are accomplished.

In this respect, one can identify three groups of core professional competencies required by any manager to succeed in the service company:

- technical expertise, i.e. the ability to put acquired knowledge into practice;
- communication expertise;
- conceptual expertise based on the ability to analyze difficult situations and identify problems, find alternative approaches and choose the best possible solutions. Finally, we can also talk not only about the formation of management style, but also its comfort for the Manager and his subordinates (Mansor, 2012). In the context of rapidly changing technological structures, the manager's activities aimed at the sustainable development of the company are inextricably linked with self-development and the creation of a personal brand that plays the role of an instrument of influence on subordinates.

After the book "The Brand You" by Tom Peters (Tom, 2001), had come out, the term "private or personal brand" became part of the modern vocabulary. Much like the product brand, the personal brand helps to distinguish one individual from many others.

The perception of an individual from the perspective of a personal brand means building up a special image of one's own, one different from the others.

The process of building and developing the personal brand of a manager is a component of their professional self-fulfillment with the result of their efforts in shaping the design of their personal brand in many respects depending on their creativity and emotional intelligence. The personal brand tends to be consistent and predictable. This is relevant for managers at all levels.

For a personal brand to work, all of its components must be well-conceived and implemented.

Exclusivity and consistency

The brand is always a trademark different from others due to its special features and benefits. The original individuality inherent in every human being can be easily used as the basis for personal branding. The task here is only to reveal it and to correctly position it. A successful brand always stems from the personality and the system of values of its owner. A person who has a personal brand is confident and consistent in what he or she does.

Skill and relevance

A veritably famous brand is always built on the truly high level of one's professional skills in their field of activity; as for top managers, the field of management must also be taken into account. Therefore, the creation of a personal brand is impossible without continuous learning and professional self-development nor is it possible without proof of success in delivering projects. Self-presentation and communication

The brand always comes with publicity. When not accompanied by competent and controlled presentation, a brand does not work, even if it is built on high quality and exclusivity. As for the presentation of a personal brand, all the components of an individual are to be factored in, ranging from their appearance to their manner of conduct and outlook at life. Upholding one's status and controlling one's reputation is the foundation of successful branding.

A person must be organically developed in four domains in order to create and uphold a unique personal brand:

1. The functional domain (high level of professionalism and productivity as well as everything directly related to professional experience).
2. The mentoring domain (the ability to teach other people things to change their lives for the better, to give advice).
3. The social domain (interpersonal skills, the ability to get into rapport with people of different social groups).
4. The spiritual domain (higher goals in personal and social life as compared with traditional professionalism; a sense of the significance of one's role and one's purpose in the world).

It is quite often that the concept of "personal branding" is equated with the concept of "image". However, these are different concepts; there being a major difference between them.

Brand-building may include the emergence and upholding of an image as an external presentation. Branding, however, is basically secondary because it is derived from an understanding of the needs of others. The urge and the opportunity to meet these needs to the best of one's ability while still remaining true to one's own individuality and values makes up the cornerstone of a personal brand (Ingavale, 2013).

A strong personal brand is not a mask that is worn to be viewed and perceived by others in a more favorable light but is a reflection of inherent human values and ideals (Peres et al, 2018).

The synthesis of a strong personal brand requires that it be reinforced by a well-thought-out myth; in fact, a personal brand is built on the integration of this myth into a real part of your personality. The myth has an amazing power: it helps to convey the goals of the leader, their mission and vision to the target audience in a much more vivid and more comprehensible fashion – that is, in images.

That is why the trend of personal brand building through archetypes has come to be so widespread.

Carl Gustav Jung, a psychologist, studied the concept of archetypes in his works. He went on to suggest that every person had their own archetypes influencing their behavior and the way they were perceived by other people. Carl Jung stated that all the most powerful ideas in history were in direct relationship to archetypes (Carl Gustav Jung, 1981).

In essence, archetypes are ideas, thoughts and feelings that help us to understand the world and also to understand what we see or hear in terms of hidden meaning.

Carol Pearson and Margaret Mark were the first to recognize the possibility to use archetypes in business. They noticed that the "language of feelings" that archetypes are built upon could be the

most effective tool in building the foundation of a strong personal brand.

In their work "The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes", Carol and Margaret identified 12 archetypes that could be used in the business (Mark & Carol 2001).

The Innocent ("Simple Guy").

The Regular Guy or Gal puts himself or herself on a par with any other person.

- The Warrior/Hero always takes things into their own hands when push comes to shove.
- The Caregiver is always eager to help.
- The Explorer comprehends the unknown.
- The Rebel struggles against stereotypes.
- The Lover is adept at all the arts of love - from friendly love to spiritual love.
- The Creator is constantly seeking ways to improve their life and the lives of others.
- The Ruler inspires people to commit good deeds.
- The Magician works with the fundamental laws of science and metaphysics in order to influence people or situations.
- The Sage is the archetype of a true professional, a leader whose every word conveys the wisdom of decades.
- The Jester enjoys life and passes his contagious energy onto others.

A person usually does not represent one archetype only but can combine multiple archetypes. However, in most cases, it is no difficult task to identify the predominant one.

The systematized idea of archetypes is convenient to use when constructing the personal brand of a manager, their mission, myth and the overall promotion strategy.

Still, one needs to bear in mind that even the best of brands will be void of proper effect if built without taking into consideration the striking features of the personality in question and the professional qualities of the manager.

Globalization has had a significant impact on the speed of transmission and processing of information. We studied these processes using a sample of 196 students from Kazan Federal University. Widespread emergence of the Internet caused relevant study of its impact on people's lives. Often the global network is considered in the context of the reasons of rising human addictions, scientists distinguish different classifications of these psychological disorders: craving for virtual dating, obsession in search of information, addiction to online games. In addition, medical researchers talk about a number of physical ailments caused by "abuse" of the Internet, including diseases of hands and eyes, headaches, etc. (Carl Gustav Jung 1981; Yegorov 2007). Users use both desktop computers and other gadgets such as laptops, tablet computers, smartphones to access the Internet. Many respondents (about 46 % of students) do not deny that they are "Online" more than 8 hours a day, and 4 people replied that they spend 24 hours a day in the Internet, the rest of the answers can be divided into two almost equal groups: "1-3 hours" and "4-7 hours". Students, who spend most of their time in the Internet, more often than others answered "All" in the question that examines the types of online activity. It means that there formed a group of people who solve all possible life issues through online services among respondents. Each respondent had the opportunity to choose the reasons that he is guided by when referring to Internet resources. Some reasons can be attributed to the category of business, whether it is connected with their homework, self-education or cognitive interest, while other reasons belong to leisure – organization of free time, watching movies and listening to music. The reason "Communication" can be made a separate one, because it can be both business and personal.

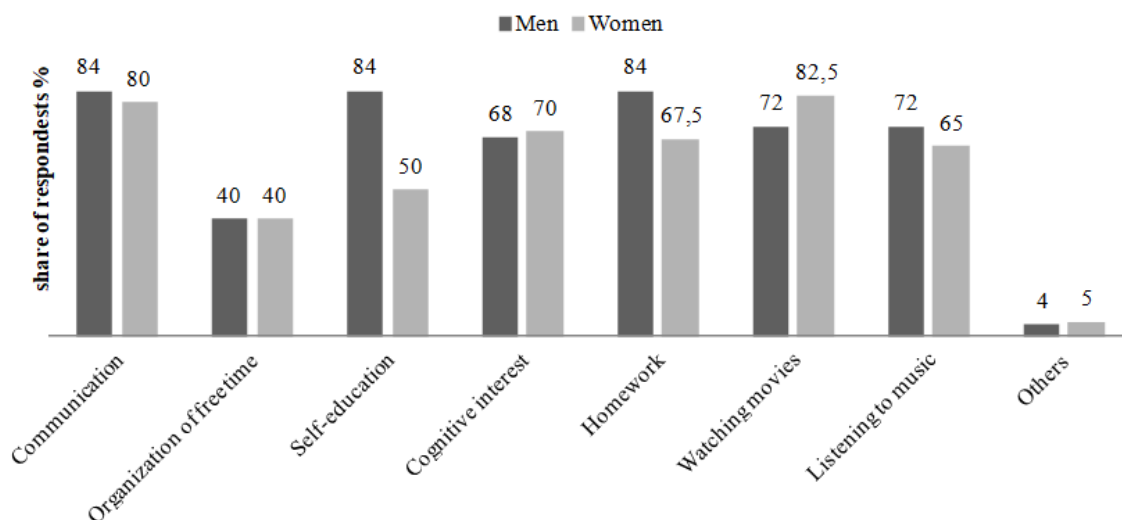


Figure 1. The reasons of students for using the Internet (Gender-based, in percentage terms)

The diagram illustrates the reasons of young men and women in accessing the Internet almost that are equally (communication, cognitive interest, organization of free time), and the reasons that the representatives of different sexes perceive differently. However, there is a general trend: the most popular reasons are "Communication" (81.5 % of respondents), "Watching movies" (78.5 %) and "Homework" (73.8 %). In the "Other" section, respondents noted that they use of the Network to solve business issues, pay bills and read books.

Every day 84 % of male students and 80 % of female students who participated in the survey use the Internet to communicate. More than 88 % of these indicated the social network "Vkontakte" as the main means of online communication and only 7.5 % have personal pages in the social network "Facebook". 50% of all respondents started accounts in social networks at the age of 13-15 years, 37 % - at the age of 7-12 years. The average age of respondents is 21, so the vast majority of students use online communication for more than one third of their lives. They also exchange messages in messengers such as "WhatsApp" and "Telegram", use "Instagram" and "YouTube".

We will pay special attention to the following reason of accessing the Internet - homework. During exam session about 17 % of respondents use Internet as the main recourse of information, 80 % of students prefer lecture notes, as an additional source of information students use their textbooks, Newspapers and magazines. 69 % of respondents noted that they more often search information in search engines than refer to online-publications of Newspapers and magazines. "Google" has become the most popular service for searching information, and the public multilingual universal Internet encyclopedia with free content "Wikipedia" - the service for searching information of an informative nature. These same sources are most often indicated in the answer to the question about electronic libraries, and only 32 % of students use the resources of the Scientific electronic library "Cyberleninka", Scientific electronic library "eLIBRARY.RU", Electronic library system "Znaniy.com", Electronic library of medical university "Studmedlib", English text database of medical and biological publications "PubMed".

4 Conclusions

The modern era of globalization, along with many factors, is characterized by instability as the main characteristic of transition processes. Therefore, the content of professional training of a modern Manager, corresponding to modern management functions, is also undergoing transformation. Rapid change of technological structures, changing environmental conditions, changing needs of people require from the Manager in the service

sector not only knowledge and communication skills, but also the correct adaptation and creativity. The process of building and developing the personal brand of a manager is a component of their professional self-fulfillment with the result of their efforts in shaping the design of their personal brand in many respects depending on their creativity and emotional intelligence.

Considering creativity as the ability to create a fundamentally new product, we also attribute the creation of a unique personal brand to the manager's creative activity. The importance of having a personal brand in the arsenal of effective management tools allows us to conclude that it is necessary to consider creativity as an essential component of the manager's professional skills and abilities. The use of Internet information resources by students can be attributed to a new kind of creativity, which entailed a change in the processes of search, processing, storage of information, as well as, apparently, the entire cognitive sphere of students. All this requires more in-depth studies of creativity in the new conditions of using the global virtual space.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

Literature

1. Carl Gustav Jung.: The Archetypes and the Collective Unconscious. Princeton University Press 1981.
2. Dementij, # L.I.: Upravlenie i preodolenie stressa v upravlencheskoj deyatelnosti sovremennoj organizacii. Ekonomicheskie nauki. 10, 98, 2010, 102.p.
3. Gorbunova, M.Y.: Socialnaya determinaciya ehmocionalnyh perezhivaniy. Psihologiya i ehkonomika. 1-2, 2008, 31-35.p.
4. Korobeynikov, O. P., Trefilov A. A., Korshunov, I. A.: Role of innovations in creating a strategy of the enterprise. Management in Russia and abroad. 2000, 3, 56.p.
5. Mansor, N.A., Wai, C.M., Mohamed, A., et al.: The Relationship between Management Style and Employees' Well-Being: A Case of Non-Managerial Staffs. Procedia - Social and Behavioral Sciences, 40, 2012, 521-529.p.
6. Mark M, Carol S. Pearson The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes. McGraw-Hill Education 2001.
7. Mironova, M., Zaitseva, # N., Larionova, A., Akhpolova, V., Glagoleva, L., Belozeroval, J.: Features of innovative personnel management of service companies in the period of implementation of organizational changes. Eurasian Journal of Analytical Chemistry. 12(5), 2017, 793-802. p.
8. Tom, P.: The Brand You. ALFRED A. KNOPF, New York 2001.

9. Yegorov, A.YU.: Nekhimicheskiye zavisimosti. SPb.: Rech 2007.
10. Zagidullina, G. M., Romanova A. I., Mironova, M. D.: Management innovations in the system of mass service (as exemplified by housing and utilities complex). Vestnik of the Kazan Technical University, 5, 2009, 128-133.p.
11. Zajceva, N.A.: Issledovanie osobennostej podgotovki kadrov dlya predpriyatij sfery uslug v ramkah transgranichnogo sotrudnichestva. Vestnik Baltijskogo federal'nogo universiteta im. I. Kanta. Seriya: filologiya, pedagogika, psihologiya. 5, 2013, 116 – 121p.
12. Peres, P., Moreira, F., Mesquita, A.: Are Really Technologies at the Fingers of Teachers? Results from a Higher Education Institution in Portug.al. Journal of Information Systems Engineering & Management, 3(1). 2018. 08 p.
13. Ingavale, D.: An impact of advertisements on purchase decision of youth with reference to consumer goods. UCT Journal of Management and Accounting Studies, 3(1), 2013. 18-22 p.

Primary Paper Section: A

Secondary Paper Section: AE, AH