

# The Psychological Characteristics of a Modern Manageress' Image Formation

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**Abstract** – *In theses the role of women as a manageress in business is analyzed. The comparative characteristics of manager and manageress are given. Also the psychological characteristics of a modern manageress' image formation are shown.*

Key words – management, manager, image, manageress, management style, management decisions.

## I. Introduction

Nowadays a female manager is not a rarity. Each manager regardless of gender possesses business qualities, abilities to achieve results, knowledge of management methods and a certain IQ level. In our opinion, the most important quality is the unity of words and deeds. The manager is always loyal to his commitments, hence, here is his professionalism. The efficiency of a manager lies in the ability to describe the essence of the problem clearly and distinctly while long speeches can be viewed as a waste of time. Being a wordy person is the enemy of efficiency. A female manager's word differs by its emotional character, a dry laconic language is not typical of her. Any woman needs to talk over her problems in difficult moments of her life, she cannot keep her worries inside her. Following her mood, a woman may express herself and her feelings by means of words. Whatever the position a manageress occupies, she always brings personal sufferings, some emotional colouring of events, a deep perception of interpersonal relationships. But despite all the differences in leadership styles of a man and a woman, the unity of words and deeds is of vital importance for a professional manager. It is better not to talk but do his job properly.

## II. Main Results

First of all, let us distinguish what the difference between the style and the image is. A style is a concept that is more aimed at a person's appearance. But an image is a combination of appearance as well as some inner characteristics such as clothes, hairstyles, manners of communication and behavior [1].

In order to have an attractive image, all these components are important for a modern manageress as it is impossible to create the image in a day, week or month, but it is much easier to ruin the image because of one unimportant thing.

'Clothes encounter' says an old saying, because the clothes you wear may not make you easily recognized but nevertheless carry a lot of information about you. The

choice that you make while creating your own image forms a definite opinion about what you think of yourself. People have their own opinions about you within the first seconds of contacting you, just glancing at you when you open your mouth. Whether you make a business presentation, utter a word, answer a question in a TV interview, have a speech in front of your colleagues, it is important what first impression you have made [1].

If you know that you are well-dressed, have a nice hairdo, you are physically fit, you will definitively show certainty. But if you feel that something is wrong, something that doesn't correspond to your own standards, you start focusing your attention on these details. Even if people around you believe that you look great, you know that it is far from reality and you unintentionally give these negative feelings to others.

In business the rule of a false first impression doesn't work. This is a sphere of taking quick and well-thought decisions, there is no place for a second attempt in the competitive world. The formed opinion may lead either to success or defeat. And the image of a female manager in a modern patriarchal society is in the center of attention and has to correspond to the trends of the business world.

The appearance of a manageress is of great importance. Her clothes have to be connected with her profession, mostly it is an official businesslike style. It is believed that a dress code makes the employees be more disciplined and organized. Every woman should follow her own standards of elegance and a good taste. Even at those moments when she has to stand alone on the stage, the appearance of a woman should be conservative and restrained. Similarly, if a woman runs a company, then she should dress accordingly. In other words, if she claims to get a position of a top manager – she should be dressed in an appropriate way. Having found her own individual style, a woman can vary it by using belts, jewelry, scarves, lace collars and artificial flowers. The purpose of her make-up is to help her show her natural beauty. It should emphasize her dignity and slightly hide her drawbacks. The make-up should not attract the attention but match the colour of her skin, hair or eyes, that is, the woman should be presented at her best, but it is necessary to keep in mind that any make-up is something purely individual [2].

The most important element of the effective management is a competent business communication – the ability to create a favorable psychological climate, make a good impression of oneself and have a clear pattern of behavior. It was believed that psychological characteristics of a woman made the management of the company less effective. But it has been proved today that there are no strict gender limitations in the style of management. When we speak about the issue of a company's administration, forecasting, planning and control. It can be explained that the main characteristics of the manager's work leads to the results of his or her taking decision [3].

The most important factor for the manager's formation is the professional competent. Modern business ladies know about it and are willing to improve their skills in any possible way. Not surprisingly that the proportion of women in the business education is 30 %.

The image is often understood as it is the result of skillful orientation in a particular situation, the right choice of the pattern of behavior. People are often liked not only due to their inborn qualities but also the ability to present yourself in certain situations. The choice of the correct pattern of behavior gives a person a possibility to become attractive in the process of communication.

Among numerous patterns there are those which have become the subject of the special study. First of all it is etiquette. The interaction of people, namely business, has long been regulated and arranged by norms and rules of etiquette. An etiquette is understood as a set of rules of behavior that regulate the external manifestations of human relationship (behavior with others, forms of communication and greeting, behavior in public places, manners and clothes) [4].

There is an opinion in the psychological literature that women have managerial qualities that give them some advantage over men. On the process in development men are often more physically vulnerable and more susceptible to stress, women at any period of life are better at coping with the stress, rarely get sick, are more open – minded, unrestrained by nature. Women often smile and laugh, take a closer look at the person they are speaking with, and much better at reading non-verbal signals – gestures, facial expressions and intonation.

A woman's management style is more flexible, women-leaders are more open-hearted and sociable than it is typical for the traditional male style. Women-leaders have more friendly interpersonal relationships in contact with subordinates. Women tend to share power with others, involve subordinates in the overall work and maintain a sense of self-worth. Men-leaders are more formal in their relations with subordinates. According to IS Kon's opinion «it would be naive to believe that all men are strict and rude and all women – soft and gentle» [5].

### Conclusion

It has been thought that men dominate everywhere: they control the region, they are directors of companies, heads of production departments and so on. And what

about a woman? She serves on the home front by taking care of the family. However, a wife, a mother and a housewife begin to understand that she misses something, she can not realize her full creative potential. The long lasting debate about women right to take part in social and public life on equal terms with men was not allowed in any country if the world by means of formal voting or distribution of duties. It is good in business that everything depends on the very woman in it, but it is also a constant tension and fear, responsibilities and duties. Nevertheless, a sense of independence pays all costs – material as well as moral [6].

For a woman it is important to feel her importance in the world, but it is by far more important than the money she gets for her daily work in the world of men.

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