

Female Staff Management

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Анотація

Розглянуто особливості жіночого колективу на підприємстві та наведено поради для керівників таких колективів.

Ключові слова

Персонал, жіночий колектив, мотивація, управління в державних установах, HR-менеджмент.

Abstract

The article considers the peculiarities of the female staff management, suggests the managerial activity directions for business executives.

Keywords

Female staff management, personnel, motivation, government-funded organizations, HR-management.

Many economists, marketers and managers believe that the term «personnel» is abstract and has no gender. But it is far from being true. Experienced HR-managers say it's necessary to take into consideration not only the character and temperament of the employee, his abilities and desires, but also the gender status. At present women are more and more involved in business. They not only keep house and raise a family, at the same time they work successfully and make a career. But the management of women's team is a poorly investigated area. Especially taking into account the fact, that women are as successful as men, their educational background may be higher than men's, and in some fields they demonstrate better results in comparison to men. To manage a female staff successfully it is necessary to take into account certain peculiarities of women. Only in this case the manager will reach mutual understanding and he or she will be able to rely on a female team [1].

It is believed that women unlike men are not ready to be taught to work at 100 percent. Some managers specify if desired women can work wonderful. For example, their patience, flexibility and tact can persuade a client to submit to terms which are beneficial to company.

Women collective is really a collective not a team. It usually has poor hierarchy and is built on personal relationship. Ideal for women collective is based on family code [1]

Succeed in running a female staff is complex if you do not know special aspects of this type of human's community:

1. Women more frequently than men demonstrate sensitivity to the psychological state of a team and the desire to work in a psychologically comfortable atmosphere.

Coming for a new job women as usual try to establish emotion connections with coworkers first and after this completely start working. Satisfaction of relationship in collective becomes one of basic factor which includes approval of work at a whole. Sometimes the factor outweighs all others: even if salary is low and perspectives of increase are limited, but a friendly atmosphere has been formed, women will not quit this place of work.

2. For women work is important for two reasons: it gives money to solving of current problems and opportunity of communication at collective.

That is why women are less interested in making career and salary growth; they will not sacrifice time, energy, family in behalf of career. This factor provides filling of openings in government-funded organizations where women work in the lowest paid positions vacancies.

3. The so called "puzzle effect" and fear of "look bad" are common to women.

A core of "puzzle effect" is that facing difficulties and uncertainties women are likely to create their own image.

4. The most important motivation is approval.

Women are very attentive to details. There exists practice of monthly parties with cakes where everyone can speak about her problems and discuss different themes. Women need it. And, of course, boss' door must be opened for personnel every time.

5. The rule of "the carrot and stick approach" [2].

Complicity and tact are necessity. Cool and serious tone can seem for women as abruptness. It is recommended more frequently to ask coworkers about condition of work.

Let's formulated some recommendations for managers of female teams:

1) The first peculiarity is specific understanding of working time. It is quite possible for a woman to devote some time during the working day to her personal things. They usually refuse to work at weekends or to work late hours. Women can't fully plunge themselves into work. To intensify the first effect managers can use electronic system of presence. It means that a manager registers coming and leaving time of women. In that way manager can control their working time. Supervisors are also able to use financial and nonfinancial incentive. Financial 92 means money and so called «small bonus», e.g., free morning coffee for women who arrive in time. And nonfinancial incentive can be extra day off. In the opposite situation flexible work hours reduce this effect, for example, it is possible to allow her to take work home if she doesn't finish her tasks.

2) It is difficult for women to perceive logical information. For men it is enough to explain logically how things should be done. With women the logical chain doesn't work. They are likely to jump from one thing to another. To intensify the second peculiarity managers have to explain all in details and to indicate prospects, what means «to color» goals: they don't just tell to her, what she needs to do, they have to explain her in colors all necessary information. On the other women are inclined «to color» the truth or embellish and that can be useful for marketing. Besides managers can develop her creative approach as much as possible.

3) Women can concentrate on something secondary but forget about something of prime importance. That's why it is necessary to define exactly what the main thing is and what small things are. In the event if a manager wants to reduce this effect he (or she) splits up the work process into even smaller parts and attracts attention to small issues.

4) Women are inclined to perform very well what they are told. Women are likely to follow definite procedures and they prefer predictability in their work. They need to be confident in what they do. Women can scrupulously and thoroughly fulfill their duties. At the same time they avoid situations where they need to risk. In this case supervisors have to make woman more confident, create decision situations, and assure that she has the right to mistake.

5) It is difficult for women to make decisions and to choose from several alternatives. Women are usually slow in making decisions. They are likely to hesitate which decision to make. Even if they make a decision, after that they can continue thinking and might change the decision. To intensify this effect, managers need to narrow the framework of ambiguity and to automate decision making. To reduce this effect it is possible to analyze proposed initiatives to reveal feed marks and prepare several decisions at once.

6) One very important and controversial position, especially in our time: personal and private things prevail over corporate and common. A man goes to work and forgets about personal and a woman thinks about her family and home stuff all the time. In case of the intensification of this point the authors recommend to use organization of woman's day (it means extra day off for household cares), kindergarten at work, special offices which solve everyday problems (e.g., pay 93 her rent). And otherwise — participation of members of the family in corporate events, gift for members of the family (e.g., New Year's gifts or discounts for company's ware) [3].

It is obvious that female staff has its specifics or features. And the manager needs to take them into consideration. That's why the supervisor, to whom women are subordinate, doesn't have to try «fix it», but take into consideration female peculiarities and use them for the benefit of company. In this way, management of female staff doesn't mean management in general meaning. It means live with women as one family, empathize with them, but at the time teaching them [3].

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