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## **ACTUAL PROBLEMS OF MODERN MANAGEMENT IN UKRAINE AND ABROAD**

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## **АКТУАЛЬНІ ПРОБЛЕМИ СУЧАСНОГО МЕНЕДЖМЕНТУ В УКРАЇНІ І ЗАКОРДОНОМ**

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Modern management refers to emphasizing the use of systematic mathematical techniques in the system with analyzing and understanding the inter-relationship of management and workers in all aspects. The modern view consists that a worker does not only work for money. They work for their satisfaction and happiness with good living style. As the paradigms of management have changed and will continue to change our basic assumptions about the practices and principles will also change. This will then mean that problems will arise due to the changes. Management challenges or problems in the world right now combine or require broad knowledge, wide practical experience, profound insight, sharp analysis and enlightened common sense. By this we are able to tackle and provide solutions.

Inexperienced or understaffed team is one of the problems of modern management. With the huge expansion we're seeing on internet marketing, there are numerous roles to fill. A team though full of many specialties, can often find that they are missing several key people to fill important roles. They may have a graphic designer; do they have access to a conversion rate optimization analyst? And even if this team decides to educate themselves on these various disciplines, there are only so many hats a person can wear before they become top heavy and fall over. When you try and be good at everything, you are rarely proficient at anything. This is ideal mainly in countries where literacy levels are low. The management of people with low experience then becomes hard and results in the company running losses.

Corruption has become a major cause of failure around society basing on the day to day activities of management. It occurs at all levels of society from local and national governments, civil society, judiciary functions, large and small businesses, military and other services and so on. Due to corruption modern management has become difficult. This is because managers are now finding it difficult to meet their expectations due to some workers being corrupt. Sometimes it is even the managers that are corrupt so it then becomes difficult in modern management when you are dealing with corrupt people all the time. There is nothing that you achieve and you remain stagnant in such cases. For example if we try to look at most African countries, the main actual problem of management is corruption. How can countries develop when the leaders who are the managers are so corrupt? It ends up creating poverty for the citizens and not being able to develop. Corruption in its many forms (bribery,

nepotism, fraud, embezzlement) adversely impacts the economies and society of affected nations. This is the same in companies or firms around the world where people get into jobs through nepotism without proper qualifications; failure will result, thereby making corruption the root problem of modern management.

Lack of professional leadership is also a problem of modern management. Right now in the 21<sup>st</sup> century there is need for leaders who really know their work. It becomes a problem for workers under a manager or supervisor who lacks professionalism because he is the one who is supposed to direct, lead, organize and control them. With modern management these days there is need to evaluate if workers are getting intrinsic and extrinsic satisfaction, because workers who love their job perform it well and with extrinsic rewards motivation is driven towards the workers, but how can this be achieved when the leader is not professional, they will only look at small things leading gap for problems to arise in the managing sector of the company because they will be failing.

This is happening in so many countries in the world, where certain firms are being run by people who are not professional and what are they getting in return, nothing because they spend most of their time trying to solve problems that result from mismanagement of the company's resources.

Technology has also come with its own benefits in the world today but on the other hand it has become a problem to leaders who cannot differentiate relevant and irrelevant information from the internet. Not all information is necessary for someone to take and put that into account. This has made many leaders and managers go the wrong way, as I have written before it needs a critical and an analytical mind so that you select the information that is only relevant and necessary in order to avoid problems.

Political instability is also a problem of modern management. Political problems like war and sanctions are barriers to the effectiveness of modern management. Stability is essential for each and every part of the countries affairs be it political, social or economic. This is because management is everywhere so if it is disrupted it becomes a problem that creates problems also. This can be seen in countries affected with war right now in the world. Many firms have closed, schools have closed, house distracted and on top lives being taken. So management cannot thrive under political instability, it is difficult.

As they say "At the end of every dark tunnel there is always light", it therefore means there can be solutions to the problems of management. For example if we are to talk of corruption, we all know that it cannot be completely eradicated but its levels can be lowered. This can be achieved by putting strict measures in countries where it is especially high so that management of businesses and politics can strive better.

Employment of workers should be taken seriously and professional. Why do I say so, this is because managing people with good qualifications and people who are determined is way easier and results in greater productions of whatever they will be doing. If it is the managers, assessment of information before putting it to practice is very vital for the operation and existence of the firm. Nepotism and bribery should be stopped by every means because they are main problems of modern management.