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MODERN MANAGEMENT IN THE ERA OF GLOBALIZATION AND RAPID DEVELOPMENT

V. Bazhanov, group ME-24M
I. Sochynska-Sybirtseva, PhD in Economics, Associate Professor of
Central Ukrainian National Technical University

In today's world, globalization together with rapid technological development strongly affect the way management works. Global markets and cultural interaction are expanding, and because of that, managers need to be much more flexible and quick to adapt. New technologies like digital tools, automation, and artificial intelligence are already changing how companies are structured and how decisions are made, so managers need to learn how to work with that [1].

Nowadays, management also needs to consider that the global environment is very diverse. That means managers must think about cultural, economic, and political factors in different regions when making decisions. It also means they should develop skills like intercultural communication, adaptability, and fast learning. At the same time, there's a need to use more innovative approaches that help deal with today's problems in business and society. When we look at the development of management over time, we can see how these ideas changed. For example, Management 1.0, which was common in the industrial period, focused on control, strict structure, and top-down decisions. A good example is Ford in the early 1900s – the system was about efficiency and repeating the same process all the time.

Later, when knowledge economy started to grow, and the world became more connected, Management 2.0 appeared. This type was more focused on people – employees started being involved in decisions, and motivation became more important. A known example is Toyota and their Toyota Production System – they focused on improving processes step-by-step and treating workers with respect.

Today, we talk about Management 3.0 – a more modern approach that values teamwork, trust, and being flexible. Companies like Spotify use this style by dividing their teams into independent "squads" who can make decisions themselves and work in an innovative way. It's less about strict control and more about creating the right environment for results to happen.

Knowing this evolution helps understand that management isn't something fixed – it keeps changing with the world. Managers now need to think about long-term strategies, learn how to handle changes, and even be the ones who start them. They should be able to build strong teams that are creative and flexible, not only manage what already exists [2].

And finally, as technology becomes more important in everything we do, managers have to keep learning. Today's management is very connected to digital tools – we use them to make decisions, work with data, and improve systems. So staying up-to-date with IT and digital skills is no longer optional, it's necessary. To sum up, management in our time is about constant learning, openness to change, strategic thinking and being able to deal with complexity. The global world is fast and uncertain, so organizations can only be successful if their managers are ready to grow and adapt all the time.

References

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