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AXIOLOGICAL FUNDAMENTALS OF THE FUTURE MANAGER'S PERSONALITY FORMATION

A personality is always the bearer of values and their actions depend on these values and their role in meeting individual needs. Value orientations are essential personal entities that determine attitude to objects of cognition, needs gratification, and personality orientation [1]. It is obvious that the provisions of axiological approach should be taken into account while forming the future manager's professional competence. According to V. Slaktionin, the axiological approach is inherent in humanistic pedagogy, since it is regarded as the highest value of society and a goal in itself in social development [5]. The concept of an interdependent and interacting world is the core of axiological thinking. It states that our world is the world of a holistic person, so it is important to identify the commonality that unites humanity, and also characterizes each individual.

The category of value is applied to the world of man and society. Values are not primary; they are derived from the relationship between the world and an individual, confirming the importance of what man created in the process of history. However, values are only positive events and phenomena related to social progress.

Value orientations influence needs formation, defining the purpose of the activity and cognitive activity itself. Value orientations are necessary for the organization of purposeful activity. On the one hand, they act as a process, on the other – as the ability to get navigated in the world of values [3, p. 83].

In social psychology and philosophy values are classified in the following types way:

- by forms of social life and needs (cultural, social, vital values);

- in terms of content and orientation of individuals (scientific, ethical, political, aesthetic, technical, and economic values);
- by the type of satisfaction of the subjects (public and personal);
- by the distribution of cultural needs (material and spiritual) [3, p. 84].

To study the question the future manager's personality formation, it is advisable to apply the definition of value orientations provided by M. Pavlovskaya [4]: value orientations are a complex internal component in the personality structure which is formed in the process of conscious perception of the value of objects and phenomena. It determines the student's future professional activities and behavior in accordance with the value system of a particular society.

According to M. Pavlovskaya, the basics of value orientations are laid at a young age, at the period of biological maturation, which is accompanied by restructuring of main structural components of personality: character, general and special abilities, and personal outlook. A distinctive feature of adolescence is a sharp increase in self-reflection, i.e. the desire for self-understanding, adequate assessing of self-awareness, their capabilities, abilities, and interests. There is an increase in their desire to feel and become adults, need for communication with peers, self-esteem, finding their place and interacting in the world. These leads to the need to consider and evaluate possible alternatives, mainly in the sphere of their value orientations and life positions [4].

The axiological approach to the problem of the future manager's personality formation is based on the system of values of their future professional activity. Therefore, it is appropriate to identify those values that are the ideal benchmarks of the manager's professional activity and determine the high level of their professional competence.

In the typology of value orientations, the following variants of value systems are distinguished: terminal (values-goals) and instrumental (values-means) (M. Rokych); spiritual, social and material (S. Bubnov, V. Krylov, I. Yakovlev); universal and national (H. Volkov, V. Karakovsky, M. Nikandrov, H. Selevko, V. Slaktionin).

According to A. Ivanova [2], who considers the essence of the professional ideal of the manager as a set of values, the system of values underlying the future manager's professional competence is as follows:

- economic (financial stability, profit, competitiveness, business development, etc.);
- social (authority, cooperation, respect, attention to staff, responsibility, etc.);
- spiritual (individuality, freedom, humanism, tolerance, justice, etc.).

Thus, the priority goal of modern education is developing such qualities in a person that contribute to their successful socialization in society and increasing the need for continuous improvement and critical attitude to life. Applying the axiological approach in the educational process is essential for the future manager's personality formation, since it contributes to understanding and personal acceptance of humanistic vital and professional values which allow future managers to be consistent in their career development, professional growth, and life self-realization, which in turn ensures the formation of their professional competence.

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