Problem setting. Tendencies to changes taking place in a modern civilized world are connected with the accelerated development of technologies of data transmission and processing which requires from modern managers the knowledge, skills and competences that enable them, one the one hand, to promptly respond to changes of the turbulent world of today, and on the other hand – to cope with the intense moral and psychological as well as socio-cultural pressure of the society. Managerial personnel should be equipped with innovative methods and technologies for timely forecasting developmental trends of socio-economic, cultural and civilization processes; be capable of setting strategic goals and making optimal decisions; develop continuously their intellectual and creative potential to gain competitiveness through generation and practical implementation of new ideas as response to social challenges. From this perspective, the central element of the managerial system appears to be a person, whose abilities are used to the utmost for improvement of professional performance. It is this purpose that self-management is meant to serve – a task-oriented and consistent application of managerial scientific methods and practical techniques for conscious managing a career and personal life.

Recent research and publications analysis. The self-management theory ascended to a new circle of its evolution in the late 20th century as a response to the society’s need for an effective use and development of human intellectual and creative potential which was dictated by a changed speed of social transformations, a growing number of situations of economic and political uncertainty, pressure of external and internal factors on managers’ activity, an accelerated tempo of scientific and technological progress, man’s making their place in the world. The first attempts to systemize knowledge about self-management as a scientific field of management were made by L. Zajvert who paid special attention to effective use of working time by managers. Later on self-management as a conceptual field of management was elaborated in foreign and domestic works by V. Andreiev, G. Chaiko, D. Francis, V. Karpychev, V. Kolpakov, M. Lukashevych, F. Malik, L. Mullins, A. Shegeda, B. Tracy, M. Woodcock and other researchers. However despite a large number of works devoted to self-management theory and practice there is no consonance among academia as to definition of self-management essence, aims, main tasks, subject of scientific research or applied-oriented target of this field of management.

The paper objective consists in generalization of conceptual provisions about essence, tasks and content of self-management as a theoretical and applied field of management, and scientific substantiation of self-management as a managerial
philosophy of an effective manager.

The paper main body. A modern concept of self-management is based on certain fundamental ideas, which have a formative influence on it and characterize the key vector of managerial effort aimed to attain professional and other life goals.

Every individual self-management concept can be distinguished in terms of two main aspects, forming the basic level of self-management theories proper, particularly: it is, on the one hand, a key idea of human qualities, on which a manager should focus for realization of his personal and professional potential, and on the other hand – what kind of “instruments” is to be used for improvement of a manager’s personal traits and professional competency. Among the leading self-management concepts of the European cultural tradition, the dominating role is played by those based on the rational worldview. Its system of views is formed on logical constructs and the logic of rational thinking, including the following: rational life concept, theory of constraints, concept of time engineering, rational psychology concept, acmeological technology concept, adaptive development concept etc. Another component forming the philosophy of an effective manager is harmonization of his relations with the world around him. It can be realized through the instruments created within the idealistic world perception, pertaining to the Oriental religious and philosophic thought making the basis for the Oriental self-management concepts.

Most of scientific self-management concepts regard humanity as self control and self-regulation of one’s own activities and life, inner monitoring done by means of self-cognition, acquiring the knowledge of self motivation, and self-restraint. However, self-management as a complex system of forming the philosophy of an effective manager’s vital activity, adapted to current realities, apart from subsystems of self-administration and self-realization, which are pivotal for professional growth, also comprises other components – self discovery, self-study and self-cultivation, which, based on an individual’s professional and personal self-identification are expected to make him successful and happy.

Conclusions of the research and prospects for further surveys. A man, being simultaneously a subject and object of self-administration, appears to be a complex open cognitive system, which is a target of self-management research as one of the leading spheres of the modern management. Today’s theory and practice of a person’s self-management is in the focus of the current educational paradigm, modern social sciences, where an individual and his relations with the environment occupy the key position, dominating development of self-administration. There have emerged two main areas of research – development of methods and means of a person’s formation as a manager, expert, element of organizational structures of different levels, and search for instruments and ways to harmonize an individual with the world around him. The first area mentioned has been very successful in the Western civilization space, whereas the second area, dating back to the religious and philosophic teaching of the Ancient East, is still understudied and needs theoretic generalization and applied-science substantiation.
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