

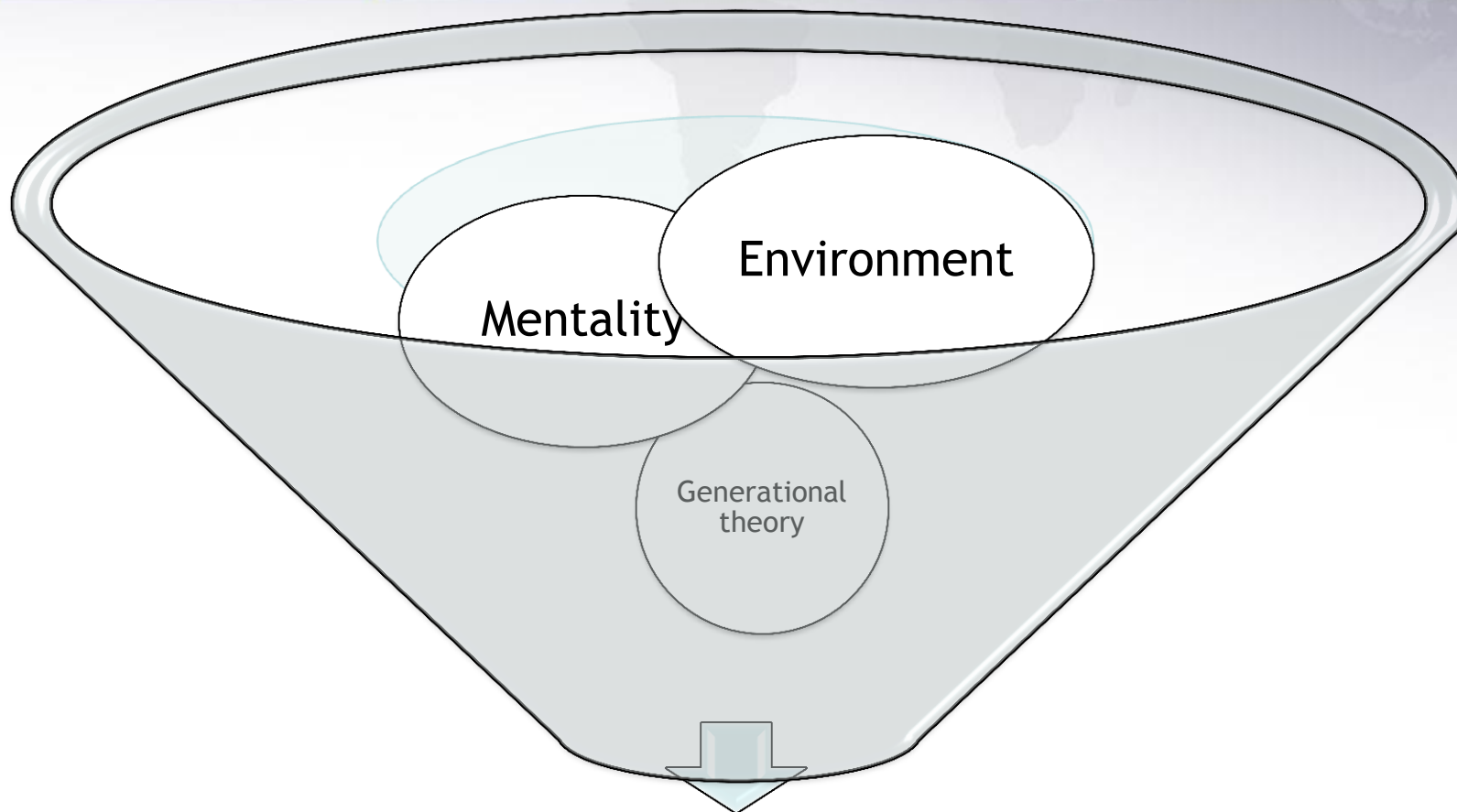
# Profile of modern Ukrainian manager

Tetyana Lepeyko  
Tetyana Blyznyuk  
Simon Kuznets  
Kharkiv National University of Economics



# Ukrainian manager 2015





Modern Ukrainian  
manager



# Environment

- ✓ **Large emerging free market with a population of 44.9 million (2014)**
- ✓ **Ukrainian National Competitiveness Index 2015 is 79 (from 140 countries)**
- ✓ **September 2015 Ukraine received status of Standalone market (MSCI 2015)**



# Environment

- ✓ the 3rd position of top freelancers countries (Elance: An Upwork Company 2015)
- ✓ access to a variety of resources
- ✓ strategic location connecting Europe and Asian markets

# Ukrainian mentality



*the "Great Mother"*



*"Hutoryanstvo"*



*Universalism*



*Dualism*

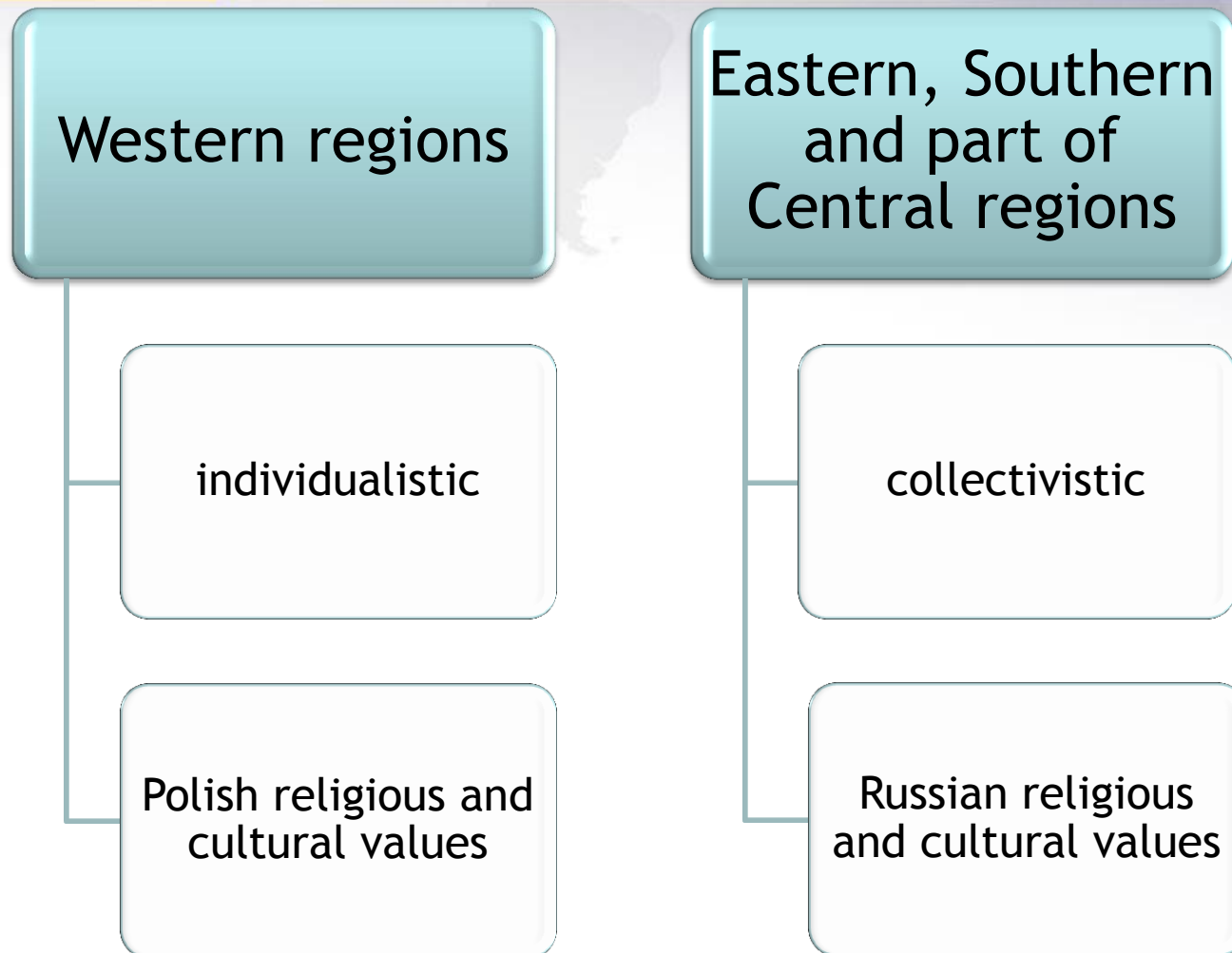




# Ukrainian mentality: dualism

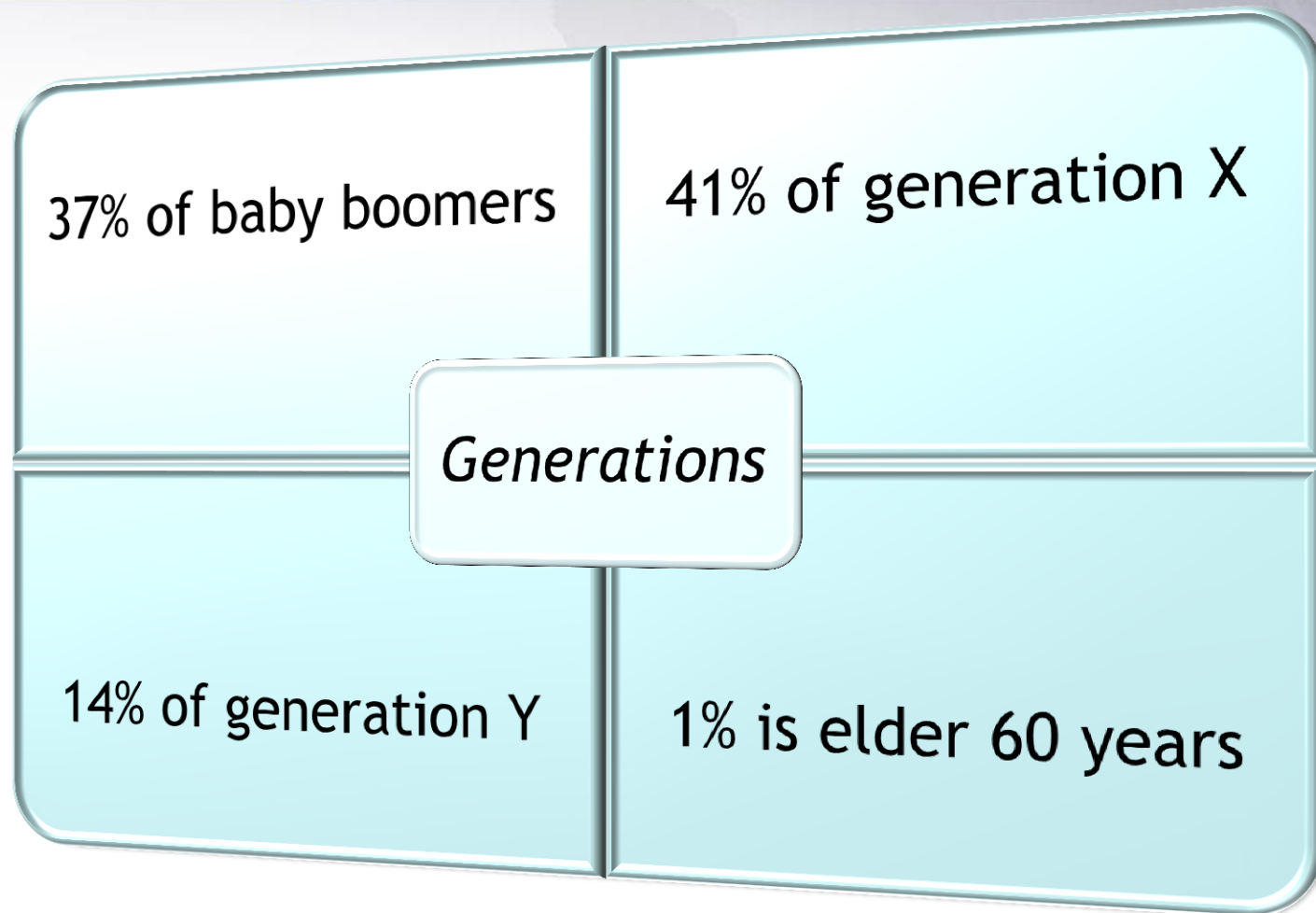


# Ukrainian mentality: dualism

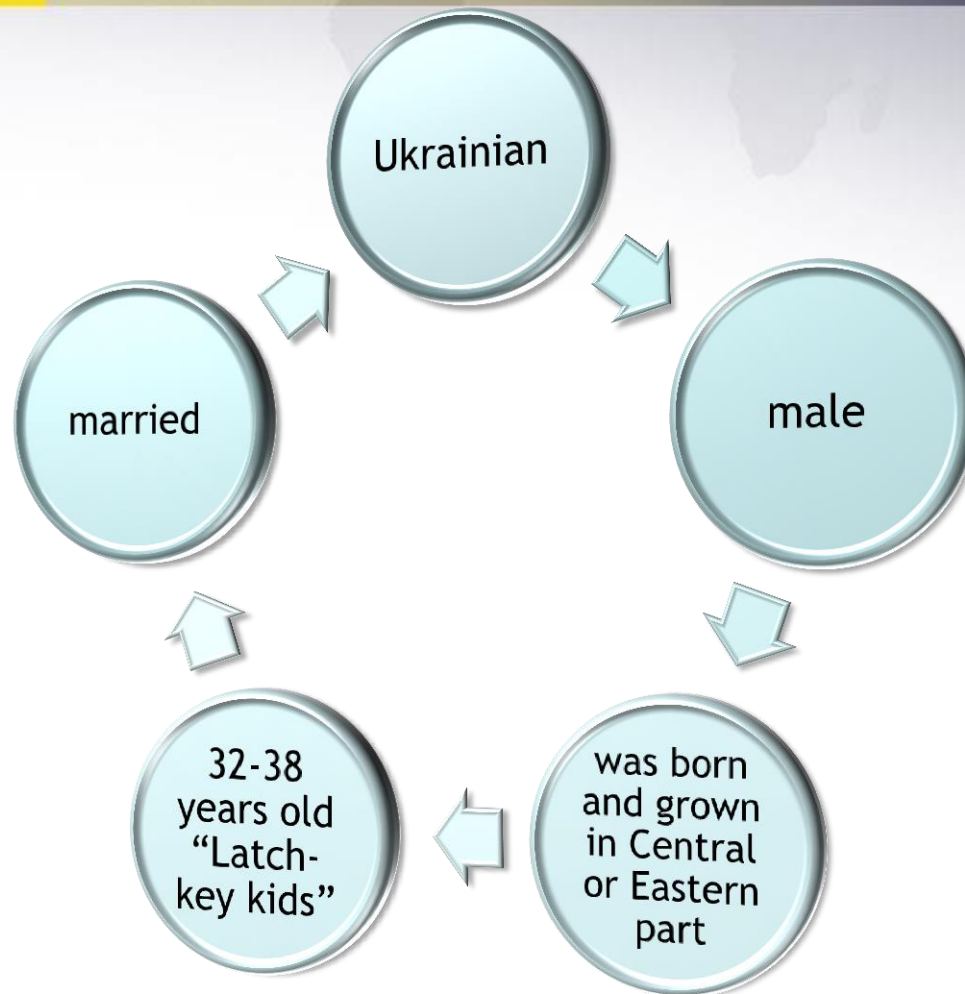




# Ukraine 2015



# Modern Ukrainian manager





# Modern Ukrainian manager: professional characteristics

- at least one academic degree
- 10-15 years of whole working experience
- at least 5 years' experience as a chief
- fluently speaks at least one foreign language (English)
- strong individualism in management style
- digital immigrant (Prensky M., 2001)



# Modern Ukrainian manager: personal characteristics

- ✓ very independent as a personality
- ✓ globalist who do not like barriers and rules and value time
- ✓ willingness to change and flexibility
- ✓ possibility to operate in uncertain environments



# Modern Ukrainian manager: personal characteristics

- ✓ introvert style of thinking
- ✓ ability to practical learning on the own experience
- ✓ strong intuition
- ✓ creativity and innovation



# Modern Ukrainian manager: personal characteristics

- ✓ extrovert (emotional) behavior
- ✓ preference for personal connections
- ✓ the lack of stereotypes
- ✓ speed and abruptness of decisions
- ✓ amazing survival in turbulent business environment

***THANK YOU***  
***for your attention!!!***

