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THE MANAGEMENT STYLE INFLUENCE ON STAFF INVOLVEMENT

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Abstract. The study, the results of which are described in this article, is aimed at finding factors to increase staff involvement, since the level of involvement significantly affects the economic performance of the company. The author focuses on the fact that there are no studies about the connection of staff involvement with the leadership style used by the supervisor in modern management science. The study was conducted in a retail store for home furnishings (hypermarket format). The staff involvement level was identified according to the methodology of the GALLUP Institute adapted by the author to the trading company conditions; and management style of each department leaders was identified by the self-assessment method developed by N.P. Fetisin, V.V. Kozlov and G.M. Manuylov. The study revealed an empirical dependence: the lowest level of involvement is observed in departments where the manager uses a liberal management style, the highest level is observed in those departments where the manager uses a mostly democratic style with authoritarianism elements. The obtained results allowed to conclude that leadership style is really one of the most important factors of staff involvement, and to identify the managerial behavior elements necessary for the involving management style.

Keywords: management style; staff involvement; staff; HR-Management; staff engagement index.

JEL codes: M 10, M 12.

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