

## REMOTE MANAGEMENT: WORLD EXPERIENCE AND PROSPECTS OF DEVELOPMENT

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***Problem setting.*** In the 21st century the need to manage people effectively at a distance becomes a reality for most organizations, especially for those using a network with branches, and attracting remote employees. Globalization, mergers and downsizing, e-commerce, the desire to be located close to the customer base, the growth of work from home and flexible working conditions, the complexity of communication technologies have led to the situation when more and more managers and their teams are located in different places. Moreover, in connection with the threat of a new coronavirus infection, many organizations around the world have to adapt to new forms of cooperation and switch to remote form of work. So, we can see that remote management is a right decision to avoid the massive closures of enterprises and prevent the global economic crisis.

***The aim of the study*** is to analyze the current tendencies in the field of remote management as well as consider its modern methods.

***Presentation of the main material.*** Remote personnel management is managing people at a distance with the help of information technology. The functions provided by the corporate information system make it possible to conduct operational management by means of video conferencing facilities and general management sending the information from different places to the database of the central office. Remote management reduces travel costs by up to 50%, increases productivity and maintains the corporate spirit.

At the same time, remote management is at a high risk if the corporate strategy doesn't improve and there is a lack of investment in technology, as well as in team training.

In addition, distance management means maintaining close working relationships with colleagues in many places with no face-to-face traditional meetings. The old management models - "if in doubt, go and figure it out" - no longer work, as it is extremely inefficient in a rapidly growing organization. Short audit trips don't provide solution to the problem.

Many corporations in crisis experience the limit of management resources and cannot do without serious structural changes if they are planning strategic development.

Teams that can bridge the gap between today's requirements and an outdated structure have an obvious competitive advantage (moving less, but with greater return during each visit), backed by regular video conferences, general information technology, chatting, emails, online conferences and others digital tools.

In general, the principles of remote management are not significantly different from the principles of classical management.

1. Individual approach. It should be kept in mind that you do not contact employees face to face. So, you should find an individual approach to each of them and think about the degree of control, communication style and form of motivation.

2. Team discussion. Remote management involves joint decisions and discussion of issues. On the one hand, the manager can hear different points of view on the problem, on the other hand, it provides better understanding of the general work.

3. Trust. Employees working at a distance, in most cases, plan their work independently. So, it's important for freelancers to understand that they are trusted and provided with the opportunities for creativity.

Management at a distance is the spirit of a new era, and its implementation methods are unique and progressive.

The main methods applicable in remote management:

1. setting goals for the whole team;
2. creating favorable conditions for independent work;
3. joint search for optimal solutions;
4. compiling with a knowledge base;
5. delegating responsibilities;
6. careful planning;
7. policy of choosing personnel on the basis of "natural selection".

Remote Management has the following benefits:

- reduced household expenses;
- increasing rate of information exchange;
- feeling of trust and this increased motivation;
- accelerated customer interaction;
- low staff turnover;

It has some disadvantages as well:

- limited working space;
- limited full-time contacts and friendly communications;
- strict selection of employees;
- complicated process of planning and employee training;
- increasing pressure on managers who must manage remote employees;
- increasing cost of communications equipment;
- complicated corporate culture problems;
- complex paper work;
- increased total time of work;
- psychological problems;
- special software requirements.

**Conclusions.** When implementing remote management, different goals can be pursued, depending on which the rules of interaction can be formulated: the release of office space, the development of sales in the regions, and the involvement of a qualified specialist to solve complex problems.

At the same time, remote employees can work both in the regional office and in free mode to perform tasks and can carry out completely independent functions dealing with clients in sales.

The research carried out shows that the use of remote management techniques can increase the efficiency of the company. However, for effective distance management relevant distance education of all its participants as well as appropriate technical equipment are necessary.

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