

The Psychological and Sociological Study`S Degree Factors Affecting on a Positive Image of a Female Manager

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Abstract

The change of economic formation in Kazakhstan, rampant development of private property institution, adjustment in policy acted as a fillip to the formation of a new social0630 701category of people, who succeeded thanks in no small part to their personal and professional skills. They are entrepreneurs, managers, political leaders actively influencing on economic and political processes of the country. The interest in career advancement problems has increased with the advent of new business elite representatives. In a situation of some economy stabilization in the country, under condition of management system transition from a state of "wild market" to "liberal stability", visions of ethical and moral values, such as "untarnished reputation" and "positive public opinion", once again has become significant among business circles. Today in the society has emerged a unique possibility for comprehensive personal fulfillment of a manager, carrying out works on studying new image-technologies formation, allowing to create a positive image of the subject, in particular of female managers, inasmuch as in disregard for constitutional precepts, assesterted by our society, and demographical changes, the status of woman in professional sphere continues to be groveled, derogate from women rights at labor market, not allowing them to exercise career advancement on egalitarian status with men. Therefore the issue of female career advancement in the most part and positive image of female manager in particular, as a factor, promoting professional advancement, is socially significant at the present stage of modern society development.

Keywords: image, female manager, attractive image, gender policy.

1. Introduction

In these latter days technologies of attractive image formation of various objects are coming more and more into use in many fields of human activity. The image issue is due to the necessity to solve practical tasks in the sphere of management and communication. The use of knowledge and skills when attractive image formation has become one of the important criteria of specialists' success rate in their professional activity in the sphere of management, marketing, advertisement and public relations. Over the last years the sphere of technology of the manager and personnel image formation has become one of the most in-demand.

The image of leader in modern social psychology is considered as a part of management psychology and analyzed within the context of the following issues: the image formation of the organization; influence of image on business relations; interrelation of professional and personnel skills of the image of a leader; gender aspects in the sphere of management; gender behaviours, related to modern image of a leader; leadership psychology and etc.

The image of a leader - is «an integral, individual characteristic of his managerial (professional) and personnel skills, which as a perceptual unit reflected at members of the staff and pther persons, who are in direct or indirect interrelation with him" (Andreyeva, 2002). The image of a leader is a regulator of professional behavior of both managers and subordinate employees. Basing on learning style of the image of a manager and subordinate employee in the organization, the manager is able to correct and optimize his own professional image. Professional image of the manager is formed not only under the influence of professional requirements and functions performed but also under the influence of social role, performed at the level of interrelation with subordinate employees.

Image characteristics of a *manager* are analyzed within the framework of the given article that is why lets begin

with the consideration of the "manager" category more in details. A classic author of Russian psychology B.D. Parygin conceives that "the management is classified as an important factor of social and psychological communication", it can be treated simultaneously as a method of "social control, management and mobilization of group, collective and mass activity". «One the one hand, manager and initiator first and utmost are concerned with people, offering different psychological attributes – different readiness and willingness ... to the activity. On the other hand, the efficiency of every social organization depends from the activity of the manager himself, his social and psychological features, methods, and skills distinctive to him and the way he treats people, the level of his activity and etc." (Paragin, 2001).

2. Methods and Methodology

Humanistic-axiological approaches, fundamental principles *are the methodological basis* of the study: the principle of historicism, personal principle, principle of unity of consciousness and activity, principle of determinism, self-development and self-improvement, principle of systems in the study of personality and activities.

The inductive approach is the basis of concrete scientific methodology that allows to explore the problem from common issues to private ones, psychological activity approach considering the person as an agent, akmeological and competence approaches to the problem of image.

The following *research methods* were used in the manuscript:

- the analysis of scientific literature on management psychology, social psychology of personality, psychology of image, psychodiagnostic methods;
- the method of expert assessment;
- evaluation methods: case studies, essays, interviews, results statistical processing methods;
- method of "The evaluation of imageforming professional and personal qualities of the leader" (Andreeva, 2002), (Appendix A);
- method of "The evaluation of style imageforming qualities of the leader"(Andreeva, 2002), (Appendix B);
- questionnaire «The expert assessment of the female leader» (Matveyeva, 2004) and methodology of "The factor and graphical assessment of the leader image" (Matveyeva, 2004).

3. The Degree of Positive Image Study in the Modern Scientific World

A practical request for the development of image issues has created a new science – "imegeology" which was originated at the confluence of philosophy, psychology, sociology, politology, cultural sciences, economics, history and other disciplines (Zhuravlyev, 2004, Zhuravlyev, 2003).

The subject of imegeology is "to study the role and functions of image in social being, their phylogenetic and ontogenetic backgrounds, conditions, impetus and law of formation, functioning, managing, also the description and development of cause and effect relationship between various images (people, organizations, public and political movements, goods, services an etc.)" (Petrova, 2004). According to E.A. Petrova "the origin of imegeology can include the works of 60-70s carried out within social and perceptual approach" (A.L. Bodalev, V.A. Labunskaya, V.N. Panferov and others).

In the period of postindustrial development of society the image is closely related to the problem of human life quality. When the quality of surrounding things is determined not so much by their technological characteristics as their image equivalents, such as, the image of the manufacturer, effective advertisement and etc. The manufacturing is no longer just fills the market, but serves the needs of customers. An extensive development of production gives way to new technologies, the search for effective resource of development inside organization. In these circumstances a big significance is attached to the sphere of management, where the image acts as the meaning of activation and intensification of resources, principally, and human ones. Communicative and management function of image becomes especially active in the post-industrial era. The complex human work becomes a source of added value. As a result, a person begins to work on creation of his own positive image of a specilaist, master of his craft. In a competatic environment the image serves as an identifier of goods and services selection. Attractive image is the main criterion for the success of the individual, or the efficient development of organization. With such importance of image in the modern socio-economic and socio-cultural situation it is still identified with external characteristic of his bearer.

From the beginning of the XX century the process of image formation is considered predominately in a categorical field of psychology and sociology (Z. Freud, K. Yung, G. Lebon, J. B. Uotson, B.E. Torndayk, E.Tolmen, T.Khall, B.F. Skinner, J.Rotter, A. Bandura, G.Tard, J. G. Mid, T. Parsons, E. Fromm, M. Veber, P. Sorokin V. Pareto, A. Masloul, C.Rogers, G.Allport, G. Kelly, A. Adler, E.Erikson, R. Entoni). The degree of attention allocated to the process of image

formation of the abovementioned authors is different. Depending on whether any psychologists had given a definition to the notion of image their psychological theories provided the basis for modern practice of image formation, for instance, "Self-concept" of C. Rogers, "Self image" of G. Allport, "Personal construct theory" of G. Kelly and others.

In the context of psychological science the image is described from stereotype point of view, emotionally colored view or opinion about inductor. Sometimes the image eponymizes a social role. However these notions differ from each other. When performing different social roles (seller, mother, tourist and etc.) the man is still recognizable. So this constant is called image. (Budarina. 2002).

Psychology studies image as a complex – overall, verbal and nonverbal aspects are represented as interconnected components of image. The work of psychologists on image is not confined not only to the construction of some informative formula necessary for the achievement of definite goals, but also the process of psychological follow-up of person is becoming justified, especially this issue is important in the situation of coaching (individual consulting of the leader). From the point of view of psychology image – is an integrate tool of personality evaluation. Thus, A.S. Milevich defines image as social and psychological phenomenon of spiritual life which affects not only professional sphere, but also the sphere of private life (Gurevich, 2004).

The definition of image in social vocabularies and books of references bear a certain similarity to psychological rendering of this phenomenon. For example, image – is "an integral, competently defined image of the given object, steadily living and reproducing in mass and/or individual consciousness" (Brodetsky, 2000) or image – is a definite «cluster of features, attributed to...the object aiming to induce a reaction as related to him" (Bodalyev, 1982). And, finally, image – is "a symbolic representation about client by an image forming audience of a social group" (Krassovsky, 1996). Sociology as a synonym of image highlights such notions as visibility, social portrait and social goodwill. In other words, the phenomenon of image from the point of view of psychology is of value by its personal characteristics (image should stand out in one's mind, be impressive, based on individual features of personality). Whereas, sociology is interested in frequency and visibility of image, the material for construction of which is not psychological features of the personality, but existing in the society stereotypes, under which the image is "played up".

From the point of view of politology "personality image – is a halo, created around the person with the aim of making him popular and making emotionally psychological impact on public opinion" (Freud, 1990). The politician acts as a symbol, which greatly facilitates the understanding of his activity by electorate. "Image of politician – is some introduction of ultimate implementation of a certain social role" (Bendes, 2000).

Economic science is based on the concept of "corporate image of the company". The economy, in contradistinction to psychology, sociology, politology to a greater extent is interested in issues of image monitoring and scientific and methodological basis of its formation. In other words, it considers the very process of image management, internal peculiarities of image of the subject (or object), economy is less interested in methodological definition of this given phenomenon. A practice oriented approach to studies in the sphere of image is explained by the definition of this notion within the frameworks of economical science. Image in the economy is defined as "reputation" (Bendes, 2002), "a summarized portrait of the personality or company" (Bogdanov, 2004).

Culturological study of the phenomenon of "image" is associated with the investigation of its meaning in the history of modern culture. E.G. Kalyzhnaya in the article "Image: history and cultural backgrounds" (Zhuravlyev, 2004) describes the history of image origination. She, like other scientists, understands the definition of image more widely, than it's word for word translation from English language, as «reflexion», and writes, that the semantics of image in Anglo-American and Russian cultures is not identical.

Image - a unique category, which can be applied to any object or subject of social cognition.

4. Analysis of Positive Image Formation of the Leader

Currently the technology of attractive image formation of different objects is common used in many fields of human activity. The interest to the problem of image is stipulated by the necessity of solving practical issues in the sphere of management and communication.

The image of leader in modern social psychology is considered within the management psychology and analyzed in the context of the following issues: the formation of the image of company; the influence of image on business relations; interrelation between professional and personal qualities of the image of leader; perception of the managerial team; perception of the leader; the imagination of an ideal leader; gender aspects in management sphere; gender behavioral features; gender and ethnic aspects; leadership psychology and etc.

The study of image peculiarities of the leader is not possible without the study of his professional features. Various authors understand the notion of professional features as a distinct component of a set of qualities, conducing to solve

definite professional tasks.

Let's consider the system of required qualities of an ideal leader, characterizing his professional activity. The given problem is considered traditionally in the context of the leader activity criteria development. In foreign literature there highlighted such systemforming characteristics of positive image of the leader, as: proficiency, knowledge, high intellectual abilities, the ability to create a team, inclemency (autocratic managerial style), integrity, innovativeness, warm-heartedness (emotional qualities) (New York: Random House, 1968).

American imageologist Barbara G. when describing image as "the most valuable asset" says that "too much elements of image can work harm than their total absence". Barbara G. sees an ideal individual image like that: profound, amiable (sociable, with a sense of humor, self-confident, abiding by the rules of etiquette), self-consistent, trustworthy, sincere, diligent, congruent, progressive, and with a high ability of target setting (Jee, 2000).

In the works of English researcher E. Sepson the accent is given to five universal components of a successful professional image: professional integrity, confidence, credibility, stability and control (Andreyeva, 1997).

A French researcher Zh. Servan-Schraiber when characterizing the most successful leaders of enterprises highlighted the number of imageforming features: sociability, openness to changes, steadiness, real selfevaluation, generosity (Servan-Schraiber, 1993).

In the work of B. Warren the system forming qualities of a positive image of the leader include the following characteristics: strategist, able to inspire, able to help subordinate employees to realize themselves, stary eyed, predictable, with a high level of selfcontrol, open to new ideas, stubborn up to the most insistency, creative, encouraged (Andreyeva, 1997).

The efficiency of the leader is evaluated in the national literature by the following indicators, such as: team working efficiency; professional tasks success; psychological environment; health of employees; rate of incidents; turnover of employees (Bazhyn, 1967). Researchers consider that the optimal leader is a person with a high official, professional and personal status.

E.P. Sheveleva (1998) proposes her own criterion of evaluation. She considers following the most important functions of professional leadership: planning, organization, control, decision making, social development, stimulation and motivation (Sheveleva, 1998).

But not all researchers do agree with the abovementioned point of view. For instance, I. Ruzhichka (1981) considers, that personal qualities of the leader do not affect the efficiency of management, they are defined by the ability of the leader to conform to varied circumstances (Ruzhichka, 1981).

"Image - is a product of comprehensive activity of a person, activity in the broad sense of this word", - considers the other author - A.Y. Panasyuk (2001). On the basis thereof, he forms his own model of positive image of the leader, the main qualities of which are: self-control, naturality, congruency, intellegence, responsibility, sympathy, knowledge of speech, presentability, adequacy of selfevaluation, benevolence (Panasyuk, 2001).

For the most part the structure of image of the leader in the works of various researchers is different. So, for instance, resercheres of Andreeva Y.V. (2002) shows, that the basis of personal systemforming image qualities of the leader are the dominating orientation of his personality at internal and external activity ("extraversion", "introversion"), and the basic characteristics of professional imageforming qualities is a style of team management, which reflects the style of selfmanagement of the leader. For example, the imageforming characteristics of the leader of an authoritarian style of management are: professionanism, leadership, goal-setting, systematicity of thinking, debate ability, and imageforming characteristics of the democratic leader - tactfullness, innovative approach, ability to delegate powers, empathy, tolerance, declamatory skills (Andreyeva, 1997).

A.M.Bandurka, S.P. Bocharova, E.V. Zemlyanskaya (1998) uphold the same position, they also consider that one of the main important characteristics of the leader activity is the style of management: *autocratic, democratic and liberal* (Bazhyn, 1967).

V.M. Shepel (2004) describes a moral dimension of image in his works. According to him, *moral maturity* of the leader plays the one of the main role when constructing his image. He writes: «internal values are illuminated through physical carcass of the man, frequently changing and satisfying it with spiritual ingenuity". But herein the author thinks that we should not forget about *communicativeness*, which is also the main basis of successful image construction. For this reason he suggests to create in each labor team a definite ritual of communication, which will help the members of the team to interact successfully between each other.

The studies of E.A.Orlova (2005) are also devoted to the moral aspects of image building of a successful leader, where the image of leader for the greater part depends on aesthetic impression, which is developed by employees from a personal appearance, behavioral patterns, clothing and other of their leader (Orlova, 2005).

Thuswise, summarizing the given materials, it can be concluded that a social and psychological structure of the

leader image is the reflection of various aspects of professional activity and intercommunication in a state of awareness of professional contragents (subordinate employees, partners, competitors and others).

The image of leader with its informative characteristic reflects the specific of selective exposure of the according group of recipients.

The image of leader – is a multivariant notion, involving professional knowledge and skills, communicative abilities, personal features and leadership skills, presenting in the style of management, external visual characteristics, cultural level and so forth.

5. The Issue of Attractive Image Formation of a Female Leader

Modern researches (V.A. Labynskaya, L.G. Lapteva, E.A. Petrova, E.B. Perelygina and others) in the sphere of imageology shows that the influence of stereotypes, developed in the society, cannot be considered when image building. In modern times in the society widely spread the opinion about the superiority of man over woman. This suggestion emerged relatively long ago. So, for instance, in the book "Sex and character", the first Russian translation of which was made in 1912, O. Weininger, when talking about differences between men and women, mentioned that the latter is lacking intellect, character and willpower. This, according to author's opinion, leads to the fact, that woman can never understand man, possessing all of these" (Weininger, 1909).

V.A. Labynskaya in her book "Social psychology of personality in questions and answers" (2001) writes in a traditional way about an «inveterate» permanency of stereotypes of social role of women in the society and gives a historical review of opinions of foreign researchers on the given problem. She says, that back in the end of 50s McKee, Sheriffs, O' Leary, noted, that within the frames of traditional European culture the view of man was characterized by the following features: competence, rationality, activity and efficiency, socially unrestricted style of behaviour (Labynskaya V.A., 2001). Typically female image, on the contrary, is characterized by the following features: emotional support, warmth of feeling, a high level of empathy, and focus at social and communicative ability. Consequently, traditionally men generally possessed more positive qualities than women, and in such a case the success of men is usually explained by their abilities, while the success of women - by eventuality and other "unstable reasons" (Kiesler, 1975).

Psychologists note the fact that in the conservative society the personal competence for women is a negative quality. High competent female specialists are not solid both with women and men as it offends against the hierarchy of interrelation between men and women and demolishes the existing stereotypes (Saint Petersburg, 1991). The given phenomenon found endorsement in researches of R. Hagen and A. Kann (1975). They find out that in conditions of both cooperative and competitive interaction men and women attempt to eliminate competent women from their group (Hagen, 1975). K. Korner in 60s discovered an unordinary phenomenon among women, which was called "fear of success". The point is that women are afraid of indirect consequences of success, for example, the loss of female attractiveness for men. This is like a "payment" for success. Whatever it is paradoxical, but a high qualified and competent woman causes a social misunderstanding (Labynskaya, 2001).

From now forth the research work on this very phenomenon was made by western and homeland researchers M. Horner (1968), K. Bridlav (1974), V.G. Turetskaya (1999, 2000), N.V. Zharova (2004). According to V.A. Labynskaya, the tendency of dignification of women social status is traced also in researches conducted in early 80s (K. Guicci). There men and women considered as different status social groups: where men – is of a high status group, they are competent and economically successful; and women – is of a low status group, which is evaluated by typical terms, compensating the absence of achievements (goodnatured, emotionally kind-hearted, compassionate and etc.). Moreover, women themselves overvalue achievement of men and undervalue their own, poaching by doing so the point of view of the more high status group - men.

A homeland researcher L.N. Zankovsky also shares the given opinion (2000). He writes: «Men predominates women in visual-spacial and mathematical abilities, while women maintain leadership in verbal ability, men are more aggressive» (Zabrodin, 1987). V.A. Labynskaya also agrees with the given statement. In her book "Social psychology of personality in questions and answers" (2001) she writes that there are differences between men and women in cognitive sphere and in intellectual level, women predominates in verbal abilities while men – in solving visual spacing tasks. However, V.A. Labynskaya pays her attention to the fact that the level of potential and abilities to activity and intelligence do not differ both of men and women.

The "predominance" illusion of men over women emerges inasmuch as that men have some alignment polarity mostly as a highly gifted, so less skillful, but, in the virtue of existing stereotypes of traditional relations, highly gifted men have more opportunities to realize their talents and more commonly чаще overvalue their achievements than women. Besides, according to author, the fact of existence of interrelation between maternity and socially psychological

orientation for success is of a great interest. Thus, married women, having children, demonstrates more high level of social achievements, than single ones, thereat they preserve a high level of the given need throughout all the period of maternity and marriage (Labunskaya, 2001).

Basing on the abovesaid it can be suggested that the problem of differentiating of gender roles is not of a biological, but of a social origin, as historically developed, traditional style of life stipulates the most rational for its time assignment of roles between men and women. However, the society is in progress, economical conditions are changing, evaluation processes in the family institute are taking place, changes are also happening in state politics. Gradually these changes encouraged the establishment of "gender equity", and, therefore, the change of social status of women. M.A. Latnikova (2003) maintains the same point of view on historical changes of social position of women in the society. In her research work she writes that "a transformation had happened in the society, related with the traditional position of women in the society conditioned by rethinking of basics of modern patriarchal culture, based on authority principles, predominance of men over women, on unification of person and "real human" qualities with a man and male qualities. Today the movements to common humanistic and civilized values require the transformation of public consciousness toward a maximum attention to woman, who on a par with man should participate in all parts of society life" (Latnikova, 2003). We agree with M.A. Latnikova point of view, that over the course of the past century social role of women of Kazakhstan, west european countries and the USA had suffered strong changes. Giving a bribe to processes, taking place in the society, women erstwhile had got an access to education and employment, and then they were included among politics, bussiness, and management as a whole. Late changes indicate the expansion of boundaries of traditional stereotypes of women roles, associated only with "inner" sphere – household responsibilities (children upbringing) and entrance to "outer" sphere of work and social and political life (Latnikova, 2003).

According to research results of Mercer specialists for 2013 the following can be said: in Europe the share of female managers make up to less than 30 %. The most female managers are in the former CIS countries. Mercer specialists analyzed the data of 264 000 representatives of top management (heads of business units and regions) and chief executives (presidents and general directors) of companies. In overall 5 321 companies of 41 European countries had taken part in the research.

Sofie Black, a director of a department in Mercer, discourses: "women make up over a half of a world-wide population. In light of this their less appearance in the company management oppresses. The reason of such situation is complex. They are of cultural and social origin. In some cases it is intentional gender discrimination, on other cases – non-intentional, caused by the desire to hire somebody alike. The second type of discrimination is hard to get over. As a result of functioning of such a system is the creation of women "invisibility pyramide" in the corporate life".

As Women's Leadership Development Survey 2013 has shown most companies компаний (71 %) has no clear strategy or philosophy of development of women in leadership roles.

The given surveys distinctly demonstrate the influence of cultural factor. Thus, in Saudi Arabia there are no female managers at all as a phenomenon. In Qatar they only make up 7 %, in Egypt - 16%, then Nitherlands - 19%. But here the reason of non appearance of women in top management is different. "Data on Nitherlands is conditioned by the conservatism of the country in gender equality issue at places of work, - comments Sofie Black, - it is a progressive nation, but like Great Britain, here among women part-time employment is widely used. Such format of work defines a low percentage of female managers. The hirer is not inclined to consider part-time employees as a candidate for professional advancement".

The high appearance of women in top management is shown in the former CIS countries on the territory of Europe. Litva (44%) and Bulgaria (43%) tops the list of countries with a most number of female managers. Then there are 7 countries of the former CIS.

As a rule, female managers belong to predominantly lower and middle management. This is explained by the fact that professional career of women is developed discretely: to give a birth to a child and to bring them up she have to take a break for a few years, and sometimes not once. It is uncommon case among female managers to see them in managing board and board of directors of huge companies, banks, other commercial organizations, however in the management of small and medium enterprises the share of women sometimes reaches 20 % (Stepanova, 2003). I.V. Groshev states the same opinion in his monograph "Psychology of gender differences" (2001). Referring to data, obtained by I.F. Rekovskaya and I.S. Kalibikhina, he writes, that "men, as a rule, hold managing positions.

In accordance with aforementioned it can be concluded that women, facing during her life the undervaluation of her intellectual and personal skills, do not only experience discomfort but also suffer economically, since being at the same level of education and having the same professional qualifications the preference when placement to work is given to men. Not only national surveys examine gender discrimination, but such a phenomenon is seen also abroad. Surveys of Taylor, L. Pippo, D. Sire show that there a great number of evidences that gender prepossession is actually present in

the sphere of employment.

By the reference to national and foreign materials of survey it is hard to evaluate the real size of the given phenomenon, but it can be proposed that the gender differentiation, with an impairment of female rights in professional sphere is widely spread on a global scale. M. Snaider an American researcher is trying to explain such phenomenon. He considers that biased attitude to women, the use of double standards directly depends on stereotyped image of both men and women about traditional role of women (housewife, secretary, doctors) and other, which, allegedly, are performed better by women due to their physiological features, and such high-status and prestige role as politician, entrepreneur, manager – are traditionally male. M. Snaider (1981) calls such gender discrimination *sexism*, where its agents are both men and women.

Another phenomenon of gender discrimination is – a *vertical occupational segregation*, the inner system of stratification, functioning in the context of one and the same professional group. That allows men as opposed to women to enter more high status positions in the context of one and the same profession. That is why, starting their professional way with the same status, both men and women move up the career ladder differently, men much faster than women. Moreover, this is the case of women of any level of professionalism, from lowest to maximum high level (according to sociological survey on labor and household among Russian women, 65,4% of female respondents have no changes in professional situation even after graduation courses of professional improvement, where 91,2% of women had no promotion at work; 88,3% - in category and 81,3 – in salary rate) (Kalibikhina, 1995).

M.A. Latnikova in her surveys "over a period of ast ten-fifteen years, both sociologist and psychologists and politologists had attempted to analyze various types of female leadership". The principle method, according to M.A.Latnikova, used in the survey in that case, was a method of comparative analysis of leadership features of both men and women. For instance, the survey of T.V.Bendas (2000), N.D.Strekalova (1999), A.E. Chirikova (1998), and V.M.Pogolyny (1998) allowed highlighting differences in the style of management among persons of different sexes. According to M.A.Latnikova by analyzing and summarizing data of these surveys it can be concluded that distinctive features for men are: dominancy, aggressiveness, self-confidence, egocentrism, a need for power, and as for women - ability to communicate, selflessness, besides, as a rule, the correlation of these features both of men and women vary (Latnikova, 2003).

The term of "gender" had emerged relatively long ago. The main meaning of the English word "gender" – is a grammatical gender, the other definition such as "sex" was joke (Miller, 1948). But in course of time this term not for joke was used in that very meaning, and in the "Random House" definition dictionary the definition "sex" is reproduced as a one of the definition of the term "gender" (New York: Random House, 1968). Today in psychology it is accepted to define the social, not biological, gender by this word, but at the same time, according to D.Mayers "social psychologists are usually render biologically based gender differences as "sex differences" (Mayers, 1999).

From our point of view, women succeed specifically due to being beyond the scope of gender stereotypes (gender as social sex), changing by doing so the vision of that the certain characteristics are considered to be mainly female and inappropriate for the leader. The problem of female leadership and management is analyzed in details on the context of organizational psychology.

Most of national researchers study the problem of gender differences in the organizational psychology. For instance, S.M. Miheyeva and V.A. Chiker in their survey note that the mere fact of gender differences in the structure of personality makes the impact on the process of team management (Mikheyeva, 1979). Scientists V.A.Yadov and A.H. Zdravomyslov in their survey derived the fact that the requirements of women to the labor substance and salary rate are significantly lower than requirements of men. According to one of the findings of V.L. Abramkin complaints against labor conditions gave raise for female conflicts with their line manager 1,75 times more often than that among men (Romanova, 2002). E.N. Bogdanov (2004), V.G. Zazykin (2004), E.A. Tarasova (2002) write about the behavioral aspects of women when conflict situation. Authors consider the fact that conflict in male staff differ from female due to their emotionality, intensity, attitude and the way of confrontation. From their point of view among male staff there conflict of business character, and among female staff – emotional conflicts. Scientists underline that men when conflict are subject to focus on solving actual tasks, challenged by the situation, while women are focused on behavior standardization, any other words to follow accepted standards and roles.

Notwithstanding all positive moments in the activity of female managers, in fact the presence of women in the sphere of management is significantly reduced. According to O.V. Mitina (1999) postsocial period was described by a drastic fall of women in the sphere of management. This can be found in the feminization of the unemployment occurred, intensification of propaganda of family values and etc. (Latnikova, 2003). M.A. Latnikova also distinguishes the fact that the economic crisis and breakdown of the current system to a large extent promoted the reappearance of old patriarchal views (Latnikova, 2003).

The survey of I.V. Veretennikova, who studied the influence of image on his business relations in particular is a bearer of social setting and as a result of it performs regulative functions, affecting opinions and view of surrounding people. Resulting from survey it was ascertained that in fact all employees of the staff consider important the fact of influence of image and behavior of the personality on business relation development process, despite of the low evaluation of business interrelations. In addition 1% of male employees associate their success with the ability to reproduce the impression at surrounding people and 35 % consider that the main reason of their professional success is their professional abilities; women, on the contrary, consider that the success to a large extent depends both from the ability to impress and communicative abilities of the person, and also from professionalism -82%. Women pay more attention to the style, behavioural manners and style of communication of other people that is why the given factor of positive image formation has the very effect on them.

Most of employees also see the direct interconnection between image and business relation. 69% of respondents of this category consider that all mentioned features influence the achievement of professional success.

As a rule, women are inclined more to give ear to public opinion that is why image, is the result of work of not only the person himself, but also a work of mass consciousness. 88% of women consider that a formed image is very important for them. 20% of women of the very organization consider that image is necessary only for work. 77% noted the importance of this phenomenon for the whole people. Basing on this statement I.V. Veretennikov concludes that he image is one of the main factors of formation of business relations among women (Vladimirov, 2002).

6. Conclusion

The analysis of literature, addressing problems of psychological study of image and image of the leader showed that given issues are studied in the modern psychology in the context of scientific approaches and analyzed independently of each other.

The review of modern surveys ascertained the significant interest in social and psychological mechanisms and laws of attractive image formation of politicians and public persons, and managers of various levels. A system and structural analysis of the leader image, found in the works of many authors, shows the complexity of the given phenomenon, its multicomponent and hierarchal structure.

The analysis of the modern state of the problem of attractive image formation of a successful female leader showed that the given problem is developed in the line with modern psychology of management and labor psychology, and also in the context of gender approach.

The carried out analysis showed that the problem of attractive image formation of the female leader is closely related to the problem of professional socialization of woman and such factor influencing it as gender stereotypes and attitudes, shown in the phenomenon, are called by the number of authors "glass ceiling" in the career of woman.

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Appendix A

Methodology of "The evaluation of image forming professional and personal qualities of the leader" (Y.V. Andreyeva, 2002).

Y.V. Andreyeva (2002) highlighted five blocks, combined in one notion of "culture": the culture of management and self-management, professional and theoretical culture and culture of communication, ethnic culture of the leader. All in all the methodology includes fifty image forming qualities. The full text of the methodology is given in the Table-1.

Instruction: the assumed the questionnaire consists of fifty characteristics, describing managerial and personal qualities of the leader. All of them are joined in one notion called "culture": the culture of management and self-management, professional and theoretical culture and culture of communication, ethnic culture of the leader.

The task is using these characteristics to give the evaluation to:

1. An ideal leader
2. Successful women leader,
3. Successful male leader,

Where the valuation should be given by ten-point scale: 1 point- the lowest level and etc and finally, 10 points – the most highest.

Table 1: "The evaluation of image forming professional and personal qualities of the leader" (Y.V. Andreyeva, 2002).

Characteristic	Ideal leader	Successful Female leader	Successful Male leader
Culture of team management			
1.1. The ability to forecast the situation when making managerial decisions			
1.2. The ability to deceive, inspire, imply			
1.3. The knowledge of psychology, abilities of employees, ability to respect their advantages and disadvantages			
1.4. The ability to delegate his own authority			
1.5. The enterprise to make decisions, propensity for calculated risks			

1.6. The ability of responsibility assuming			
1.7. The ability to select and manage employees			

Appendix B

Methodology of “The evaluation of style imageforming qualities if the leader” (Y.V. Andreyeva, 2002)

Instruction: the assumed questionnaire consists of twenty stylistic characteristics, describing managerial and personal qualities of the leader. The task is using these characteristics to give the evaluation to:

1. An ideal leader
2. Successful women leader,
3. Successful male leader,

Where the valuation should be given by ten-point scale: 1 point- the lowest level and etc and finally, 10 points – the most highest.

Table 2. Methodology of “The evaluation of style imageforming qualities if the leader” (Y.V. Andreyeva, 2002)

Characteristic	Ideal leader	Successful Female leader	Successful Male leader
1. amateur			
2. professional			
3. career person			
4. leader			
5. conservator			
6. artistic			
7. demagogue			
8. orator			
9. conflict person			
10. diplomatic			
11. wing person			
12. independent			
13. authoratative			
14. democratic			
15. carefull			
16. stubborn			
17. pessimist			
18. optimist			
19. introvert			
20. extrovert			

The methodology includes the thesaurus of professional and personal characteristics of the leader, all in all twenty characteristics.

The dominating style of management of K. Levin (autocratic, democratic, liberal) is systematically important. Psychological portrait of nthe image of leader is replenished by stylistic characteristics in terms of intercommunication:

- a) in terms of communication with employees (demagogue, pessimist);
- b) in the process of professional activity (professional, amateur);
- c) emotionally (optimist, pessimist);
- d) in the process of problem solving (artistic, conservative);
- e) in the process of communication with partners (wing person, independent);
- f) when making decisions (carefull, stubborn);
- g) in the process of conflict solving (confictable, diplomatic);
- h) according to communication style with the management (leader, career person).