

**THE ROLE OF PERSONALITY COMPONENT IN FUTURE  
MARKETOLOGIST LEADERSHIP COMPETENCE FORMATION**

The personality component of future marketologist leadership competence reflects personal characteristics that a marketer needs to be a leader. In our research we will consider personality traits as people's stable personal characteristics which are evaluated positively [3]. Future marketologists do not only need to be professionals, but also individuals who are able to position themselves in a global environment, have a broad outlook, communicate effectively in different environments and cultures, strive for leadership, and self-education. This allows them to look more broadly at problems and ways of solving them and to manage people through the satisfaction of their needs and intrinsic motivation rather than control and punishment [4].

The importance of a personal component in future marketologist leadership competence structure is supported by the *leadership traits theory* (R. Stogdil, A. Fayol, O. Tide, T. Bendas, R. Daft, etc.), which assumes that a leader must possess certain personality traits that distinguish him among his followers.

S. Nestulya considers a personality component of leadership competence to be an aggregate of leadership qualities necessary for successful implementation of activity in any field. This component is represented by intellectual abilities (intelligence, judgment, insight, unicity, conceptuality, awareness, professionalism, developed language skills, diligence, desire for knowledge, intuitiveness); personality traits (initiativity, ambition, resilience, creativity, integrity, personal harmony, courage, self-confidence, stability, independence, mobility, self-discipline, need for achievement, dependability, communicability, energy, power, assertiveness, competitiveness, responsibility, empathy); certain aspects of leadership (focus on leadership, leadership potential, charisma, enthusiasm for the job, responsibility, readiness for change, desire for social recognition, satisfaction with activity, social impact and self-improvement, influence, etc.) [2].

We share B. Goloveshko's opinion that this list is not steady. The process of personality development evolves over time, as does the professional activity of a marketing specialist. Therefore, depending on the changes in the environment, new qualities of personality emerge to help people adapt to the modern world.

Often, when talking about “leadership style”, psychologists are referring to the personality of the leader - a strong set of leadership traits that manifest themselves in the interaction with his followers [3].

The next important element of personality component of future marketologist leadership competency is empathy as ability to sympathize, understand emotional state of other people. The word empathy is derived from the gr. "em" - in, and "patos", which means passion, suffering. As we know, the concept of empathy was introduced by E. Titchener. Since that time, foreign and domestic researchers have been studying it. The analysis of current literature devoted to empathy studies (O. Makarova, R. Boyatsis, T. Akhryamkina, A. Sivitska, A. Vasil'kova, I. Yusupov, M. Obozov and others) allows us to interpret it as a personality quality, a complex psychological construct that includes cognitive and emotional and practical components, which requires the understanding of another person's emotional state, empathy (identification with the object of empathy) and active response to provide real help to the person who is in need, which renews the psychological comfort of the subject of empathy. Since leadership occurs in a team, a marketologist needs empathy for effective interaction with team members, gaining sympathy, building harmonious relationships with team members, creating an atmosphere of creativity and mutual support in the team.

Aptitude for reflexion - self-analysis, self-assessment of own behavior, self-control in the process of activity is an integral part of a personality component of marketologist leadership competence. Reflexive culture characterizes people's cognition and analysis of their own competence and activity. Psychological encyclopedia defines reflexion as "mental development aimed at people's self-recognition: behavior, actions and instincts, mental state, senses, abilities, character and other features of their personality".

Again, we agree with B. Goloveshko that emotional and reflexive qualities of marketologist personality require the ability to recognize and manage own emotions in order to cope with various stress-factors and, as a result, to maintain psychological health. The presence of such abilities, in the researcher's opinion, is a prerequisite for a leadership position in the team. [3].

Professional reflexivity or reflexive self-organization of a practitioner contributes to his personal and professional development, which on the whole ensures innovative processes in the professional sphere of a practitioner. The adequacy of professional expectations is achieved through the reflexion of the requirements of practitioner's job description: the ability of a person to recognise and analyse himself as a subject of professional economic activity, awareness of professional requirements, analysis of own potentialities, awareness of professional strengths and weaknesses, awareness of own professional identity, etc.

Efficient leadership is also facilitated by the possession of emotional intelligence - the ability to explain one's own emotions and those of others in order to use the acquired information to achieve goals. Leadership competence in this case is the ability for self-control, assertiveness, self-motivation, understanding of your own and other people's emotions and taking them into account in maintaining favourable relations with others [2].

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