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**MANAGEMENT CULTURE OF A HEAD OF AN EDUCATIONAL  
INSTITUTION A SUBJECT OF SCIENTIFIC RESEARCHES**

The analysis has shown rather wide range of approaches to the definition of “culture”, its structure, content, essence, forms and even contradictions in the approaches to its defining. In the context of the research “culture” is defined as a society value that characterizes personal qualities of a human being (sincerity, tolerance, civility, respect) in terms of the creative social activity.

The management culture, from the points of view of scholars, is considered as an integral part of the general culture of a personality and professional skills of representatives of any profession, especially a head of an educational institution. According to the results of the theoretical generalization we have determined that the management culture of a head of an educational institution serves an individual’s quality that synthesizes the professional and personal characteristics; the set of professional knowledge and skills for effective management activities on the basis of constant self-improvement; the way of creative self-identity during the management activities; the quality characteristic to a manager as a personality and the one that appears in professional activity.

It is proved that on the degree of its development the effectiveness of the entire system of any sphere of activity depends on, as the high management culture in the process of its functioning means real art.

Based on the theoretical analysis of the main points of the development of the management culture of a head of an institution it is selected its structural composition. The scholars consider the structural part of the concept of the management culture consisting of the following: managing, social, psychological, communication components. It is underlined that the structural characteristics of the management culture in the different spheres are defined to a great extent by the specifics of this or that activity and impact of some factors.

The given analysis does not present the solution of all the aspects of the problem. The perspective of its studying is in the investigation of the techniques, conditions of the development of the management culture of a head of an educational institution in terms of his/her constant professional self-perfection.