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PROBLEMS OF MANAGING THE IMAGE OF A MODERN INDUSTRIAL ENTERPRISE

Image is the result of conscious work. This is especially true in situations where image is part of professional success. These are politicians, organizations, firms, enterprises and businesses, where reputation becomes an important component of prosperity and success.

An image is not an accurate and unambiguous reflection of the merits and characteristics of an industrial enterprise, but an image designed by specialists, based on real, objective features and features introduced to form an appropriate image.

The image must be adequate to the real image and be addressed to a specific group of consumers, while remaining flexible and dynamic. It should not be forgotten that with almost identical qualities of products from different manufacturers, the competition is not so much between types of products, but between their image. Products and enterprises that do not have their own image or have a bad image cannot count on success in the market. Skillfully developed and consistently introduced into the minds of consumers, a positive image, supported by product quality and service level, allows the company to take a leading position in the market.

A common mistake of many modern managers is the notion that the image of an enterprise is reduced mainly to its external design, surroundings. At the same time, few people understand that this entourage is only one of the factors that influence mass consciousness and public opinion, and in crisis conditions this factor can also acquire a negative connotation. Therefore, the influence of these external factors, without taking into account the psychological characteristics of creating the image of an enterprise, can lead to results that are absolutely opposite to those expected.

Thus, the creation of a positive image of the enterprise can increase the level of trust in it, its prestige and credibility.

Image management can be thought of as an intensive introduction of information with a predictable reaction to it. At the same time, one should remember about a certain systemic nature of introducing an image into the mass consciousness, when verbal information flows must correspond to non-verbal ones. As a result, to manage the image at the enterprise, both oral or written speech, as well as gestures or facial expressions of the staff are used.

Sometimes the enterprise faces the task of combating a negative image. When competitors spread untrue rumors about a particular industrial enterprise, or the enterprise itself has established itself from a negative position.

However, the main type of image management in an enterprise is the reflection of events from the point of view of improving the image, and in some cases the creation of the events themselves, which as a result should lead to the necessary improved development of the image.

Thus, the image becomes holistic and effective only when it is based not only on the totality of external data and appearance, but also on the psychological characteristics and individual characteristics of a given person, which is possible only under the condition of purposeful work.

The work was carried out under the guidance of Associate Professor of the Department of Marketing and Trade Management T. Obydiennova