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THE ROLE OF COMPETITIVENESS AS COMPETENCE OF PROFESSIONAL WORK ON PUBLIC SERVICE

Abstract

The article is dealing with concepts of competitiveness, reflexion, self-development, coordination of the position, competitive possibilities.

Keywords: *competitiveness, a reflexion, self-development, the coordination of a position competitive to possibility.*

Аңдатпа

Мақалада бәсекеге қабілеттілік, рефлексия, өзін-өзі даму, ұстанымды үйлестіру, бәсекелес мүмкіндіктері сияқты ұғымдар ашылады.

Тірек сөздер: *бәсекеге қабілеттілік, рефлексия, өзін-өзі даму, ұстанымды үйлестіру, бәсекелес мүмкіндіктері.*

Аннотация

В статье раскрыты такие понятия, как конкурентоспособность, рефлексия, саморазвитие, координация позиции, конкурентные возможности.

Ключевые слова: *конкурентоспособность, рефлексия, саморазвитие, координация позиции, конкурентные возможности.*

Considering a problem of the qualitative characteristic of professional work on public service, it is necessary to investigate more full a range of possibilities of powers, the rights and duties in the course of competitiveness realization.

Competitiveness – ability to defend a position in the competitive environment is expressed that the successful person should correspond to actual and perspective requirements of a society and the state [1].

Competitiveness assumes detailed knowledge of bases and technologies of professional work.

According to L. M. Mitina, “development of the competitive person is a development of the reflective person, capable to organize the activity and behaviour in the dynamic situations, possessing new style of thinking, nonconventional approaches to the decision of the problems, adequate reaction in non-standard situations” [2].

Competitiveness comprehension begins with the analysis of own resources (or reflexions), that is judgements and reconsiderations of activity which is the necessary mechanism of effective activity.

The reflexion allows a person to regulate, supervise meaningfully thinking, as from the point of view of its maintenance, and its means. The reflexion of own activity of the subject is considered in three basic forms depending on functions which it carries out in time [3]: a situational, retrospective and perspective reflexion.

The situational reflexion acts in the form of «motivations» and «self-estimations» and provides a direct inclusiveness of the subject in a situation, judgement of its elements, the event analysis at present, i.e. the reflexion “here and now” is carried out. Ability of the subject to correlate to a subject situation own actions is considered, to co-ordinate, supervise activity elements according to varying conditions.

The retrospective reflexion serves for the analysis and an estimation of already executed activity, the events which were taking place in the past. Reflective work is directed on fuller comprehension, understanding and structurization of the experience received in the past, preconditions, motives, conditions, stages and results of activity or its separate stages are mentioned. This form can serve for revealing of possible errors, search for the reasons of own failures and successes.

The perspective reflexion includes reflexion about forthcoming activity, representation about an activity course, planning, a choice of the most effective ways designed on the future.

Following component of competitiveness is self-development of the person and its readiness for changes.

Self-development begins, first, with comprehension strong and weaknesses, secondly, from overcoming of some stereotypes of the consciousness, stirring to build effective relations: with the people, blocking possibilities for own development, for the creative relation to a trade and a life.

Independent development of qualities of the successful person should be under construction on the basis of priorities, and the plan for development of qualities is useful for dividing into three sections [4]:

- Short-term objectives which you can immediately reach or within the next weeks.
- The Intermediate term purposes: actions or improvements of the qualities which end can occupy some months.
- Long-term objectives: status position or a material condition which you would like to reach in some years.

The program of independent development of successful qualities should reflect firm intention as much as possible to use all possibilities. Generate an image of the person what you wish to become, leaning on an example of real leaders then all factors will start to work together, promoting your self-development. The theory and practice, success and failure, friends and the enemies, all it will help you. Be not afraid to show the initiative and even to run risks, if wish to reach heights. Good stimulus is that fact, that leadership, as a successful management, inexhaustibly. Its development does not have limits. Any person does not know it up to the end and has not reached in it perfection.

Persistent work the person even the most modest abilities, finally, will surpass the born leader who is talented by nature, but is lazy and it is necessary only on an instinct. Unlike the first, lacks of the second in the course of time will expand only, and advantages – to decrease. It cannot transfer the knowledge from one situation on another because never understood deep principles of the success.

Mao Cze-Dun marked one of the greatest world leaders [5]: “to the People who are making use of experience of practical work, it is necessary to be engaged constantly in theoretical study and carefully to work over books. Only then they can systematize results of the practice and generalize them. Will not accept the limited experience for general true and can avoid errors”.

Experience of one person is always limited, what grandiose it would not be. The theory generalizes practical experience of hundreds and thousand people. Therefore not without reason say, that there is nothing is more practical the good theory. Without the theoretical base you will be capable to copy only thoughtlessly words and acts of separate experts.

Position coordination in a competition, is that making competitiveness which shows level of advantage or backlog of the person in relation to other participants-competitors on such parameters, as ability of use of the newest technologies, professional qualification, discipline, etc.

M. Porter [6] has offered “Model of five forces” which displays the cores factors of a modern competition influencing activity. Having kept the initial name, Malt liquor has added one more factor – state regulation as the additional force influencing a competition. Flexibility and universality are the main advantages of this model. It is universal, as is applicable to any organization. As to flexibility it can be used in the most different kinds of activity, including in personnel selection.

The first Force: the factor of relatives – the basic since the family influences the majority of accepted decisions (not concerning internal processes of the organization), a family influences working hours, frequent, long business trips. If the work schedule before the worker (if its work arranges, and a family is not present), there is a choice or work, or a family does not arrange a family. Financial difficulties, problems, problems with children, internal family conflicts are connected with family. All it is reflected in the person and on its work accordingly.

The second Force: competitors internal (in collective) – the force second for importance. There are situations when colleagues can substitute because of envy or other motives.

The third Force: competitors external – some kind of a vital problem, for example, a competition for the companion (companion) of a life. The external competition does not render especially strong influence on personal successes, but under certain circumstances can play the important role. It also can be and hobbies, sports etc.

The fourth Force: health and possibilities is that, on what the person is capable in general, what work to it is feasible, it maintains what loading. We will assume, the concrete person is capable to perform this or that work as it is interesting to it. But it does not have for this purpose, either experience, or assiduity, the necessary level of abilities.

The fifth Force: the state factor – this force influences citizens differently, for example, the interdiction condemned to work in noncommercial structures, restrictions of employment of women, political changes in the legislation.

Considering the factors resulted above, it is necessary for successful employee to be able to co-ordinate most effectively the position and competitors in realisation of the activity. For the

given coordination it is necessary for successful employee to possess such advantages, as: stress immunity, trainability and orientation to a competition [7].

Stress immunity is a readiness rather easy to accept any changes whatever character, long or instant, they did not carry. Stress resistant people begin processes of transformations or even revolutions. Are able to head them, and also effectively to operate in astable, crisis situations.

Trainability – difficult dynamic system of individual properties of the person, causing efficiency of educational activity, speed and quality of mastering by social experience. In a basis trainability the level of development of informative processes (perception, imagination, memory, thinking, attention, speech), motivationally-strong-willed and emotional spheres of the person lays. Distinguish the general and special trainability, correlating with indicators of the general and special endowments. The first kind trainability designates ease and depth of mastering in the course of training and self-education of any social experience, the second – any concrete kind in sphere of a science, manufacture, art, etc.

Orientation to a competition is the dominating competence, allowing to realize possibilities of the person for most effective utilization of own abilities, knowledge, skills. The basic indicator of orientation to a competition is stability (in particular, stability of a competitive position) where stability is considered how a keeping and reproducibility of parameters of qualitative and quantitative definiteness of these positions during the fixed interval of time. Stability of competitive positions is independent competitive advantage of the organizations [8].

Qualitative and quantitative definiteness of a competitive position does not testify in favour of obligatory stability of this position. It only reveals current position in comparison to its contenders/competitors. The competitive position can appear equally steady or unstable under the influence of the different circumstances caused by level of the competitiveness, degree of intensity of own competitive actions, and also a condition of an external environment, first of all, change of force of competitors.

Degree of stability of competitive positions depends on two groups of factors [9]:

The first group of factors is connected with internal conditions of business activity. Those are the competitive potential, level of their real competitiveness, character of applied directions, kinds and methods of competitive actions.

The second group of factors of competitive stability is connected with external conditions of activity. Stability to competitive positions – not only internal conditions of activity, intention of competitors and their aiming at maintenance of high degree of validity, productivity and sequence of competitive actions, but also an external environment, barriers which those put forward before the contenders. In the course of counteraction to the competitive environment, overcomings of the barriers created by an external environment, ability to achieve stability to external influence of the competitive environment.

The majority of the basic competitive possibilities are those characteristics with which help the successful employee declares itself and which does it unique.

Competitive possibilities are the strategic resources showing value of the employee on which its possibility to resist to new threats from competitors and [10] depends Wednesday.

Revealing and use of competitive possibilities will allow serving to compete to others serving in dynamically developing environment.

Estimation of competitive potential spend in the form of complex, stage-by-stage and one-by-one-element researches.

For definition of an estimation of competitive potential following approaches [11] are used:

- Definition of weight of indicators and criteria;
- An establishment of mark indicators of an estimation by each criterion;
- Definition of the indicator characterizing competitiveness.

The weight of criterion of competitive potential is defined by advantages of the lowest and higher order.

Advantages of the lowest order are differing small stability, inability to provide advantage over competitors for the long period of time.

Advantages of the higher order are advantages with high uniqueness.

The estimation of competitive possibilities is based on a situation analysis with use SWOT-matrixes, STEP/PEST – the analysis, ETOM – the analysis, the QUEST-analysis, etc.

Sufficiency of potential testifies to presence of initial possibilities for growth and development. Result of this stage is the estimation of efficiency of strategy of development and updating of the

program of development taking into account changes of the internal and external competitive environment.

Thus, the problem of the qualitative characteristic of professional work on public service is considered by means of following making the maintenance of realization of competitiveness: reflexions, self-development, coordination of the position, competitive possibilities which are reflected in level of realization of powers, the rights and duties of civil servants.

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