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виробництв і торгівлі**

ПРЕВЕНТИВНА БЕЗПЕКА ЛЮДИНИ В СУЧАСНИХ УМОВАХ

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**Міжвузівського круглого столу, присвяченого
Всесвітньому дню охорони праці**

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PSYCHOLOGICAL ASPECTS OF SAFETY FOR ENTERPRISE ACTIVITY

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Аннотация. Конфликт во время процесса на предприятии потребительской кооперации обычно появляется в результате непредвиденных противоречий в повседневной деятельности. Иногда планирование с самого начала не принимает во внимание субъективные факторы, которые способствуют возникновению конфликтов в будущем.

Annotation The conflict during the process in the enterprise of consumer cooperation usually appears as a result of unforeseen contradictions in daily activities. Sometimes planning from the beginning does not take into account subjective factors that contribute to the emergence of conflicts in the future.

Keyword. Conflict, the enterprise, cooperation, subjective factors, the emergence, reactions, safety, psychological level.

One of the priorities in the world is to provide personal (individual) security. This trend coincides with natural human needs – to be safe and desire to avoid suffering. If in technical and organizational areas of employees protection there was achieved relevant progress, in areas of psychological defense of workers (collective and individuals) there were made only first steps.

Neuro-linguistic programming (NLP) in foreign countries at this stage is the most effective way of personal security management, as evidenced by statistical loss of population, which is four times lower than in Russia and Ukraine. NLP started as modeling of the known psychotherapists experience, examining their achievements that change for the better individuality of a patient while using the principle of «don't harm». In terms of labor security NLP system will maintain the proper level of security, taking into account

relevant circumstances and types of reactions of an employee in a conflict.

We know that any conflict is a trauma of psychological level. Depending on productive circumstances and his nature, a person can respond differently to conflict situations. The reaction of a person to the conflict is accompanied by corresponding model of behavior which is self-defense, because security is one of the most important things. These behavior types are not always optimal for both health and general psychological situation. The identified physiological issues (confusion, dirty swearing, incompatible actions, irresponsibility, etc.) cause negative emotions and often uncontrolled appropriate action, which is the result of accidents and common diseases.

table 1. Four models of behavior and distorted response to the conflict

Negative emotions	Type of anxiety during the conflict	Distorted behavior	Four models of behavior
Anger	Anxiety during execution and control	Aggressive solving the problem. Anger feeling during the confrontation	Fight
Sorrow	Sorrow during reconciliation and resolution	Avoidance of any confrontation. Feeling sorrow because of the situation	Subjugation, reconciliation
Fear	Anxiety of orientation and personal goals	Lack of the real problem solution. Hard feeling because of the conflict inevitability.	Avoidance of conflict situation

The model of neurological levels helps to analyze the context of undesirable reaction to the situation. Employees' safety modeling provides therapy, creativity, commutative technology. NLP is used in many areas. The elaborated strategies (technologies) can be successfully used in the system of coaching improvement, self-programming of behavior for personal security during meals, rest and work in the enterprise.

NLP allows perceiving the world from different angles, which contributes to obtaining the optimum in terms of information security and helps a person in his personal improvement and growth.

The conflict during the process in the enterprise of consumer cooperation usually appears as a result of unforeseen contradictions in daily activities. Sometimes planning from the beginning does not take into account subjective factors that contribute to the emergence of conflicts in the future.

The identified causes of conflicts that are generated during the implementation of consumer cooperatives functions: dissatisfaction of all interests concerning resource allocation, task interdependence, poor communication, which also depends on the structure of the company and so on. When planning they do not consider full motivation, which includes material and non-material needs of workers which are unlimited. All consumer cooperatives have certain limitations to meet those needs, because there will always be discontent, unsatisfied people, different opinions which could serve as a reason for a conflict. Controlling as a management function also creates conflict, though not so obvious. During controlling process the managers try to compare the expected results with the actual ones, checking all kinds of resources, including employees. The fact of control could be negatively perceived by those who are tested, although it depends on the style of control. The deviation from the expected results without objective reason doesn't cause a big admiration among managers. All this taken together can be the origin of conflicts among employees. The fifth management function -- regulation depends on the previous four, and their implementation depends on the results of planning, organization, motivation and control. Regulation fulfills one of the objectives to resolve conflicts, however, if we consider the function as pathogen of conflicts, the reason for this is the regulation error during plans fulfilment, changes in the organizational structure, changes in the forms and methods of motivation, etc. The analysis of successful enterprises of consumer cooperatives showed that their success was based on unity, harmony, family tradition and dynasties. Companies which went broke began to go down because of various conflicts and managers did not know

how to handle and neutralize them. The analysis of success in consumer cooperatives enterprises and their collapse revealed the types of conflicts, their implications and helped to develop recommendations on the organizational culture of the enterprise for regulation of possible conflicts in a company. The research found out that the most common cause of collapse (crash) of company is fighting for the top positions, receiving awards, benefits and so on. Conflicts that arise in organizations of consumer cooperatives, can be classified as follows.

table 2. Classification of conflicts taking place in consumer cooperatives

Subjects of conflict	Relations between objects are equal	Relations: planning-subordination	Relations between person and group
Conflict between people	Conflict between two employees of equal job positions-	Conflict between a senior worker and a worker (different job positions)	Conflict between two employees, created by one person
Group conflicts	Conflict between two groups of equal job positions	Conflict between two groups of different job positions	Conflict between group and sub-group

The conflict exposing is the first way to overcome it. The following steps will help to overcome the conflict. They will stop the decay of an organization. They assume determining the basic problem of the conflict and the people involved in the process, choice of solutions to the conflict settlement which can be organizational, structural, administrative, interpersonal.

Conflict settlement strategies include the following technologies:

- **information** technology includes the elimination of deficit data in the conflict, exclusion from the information field certain false, distorted information;
- **communication** technology provides an organization with communication between the subjects of conflict interaction and their supporters to ensure effective communication;

– **socio-psychological** technologies include work with informal leaders and micro-groups, reducing social tensions and strengthening the socio-psychological climate in the team;

– **organizational technology** provides solution involving personnel issues, the use of rewards and punishments, changing the conditions for cooperation among employees.

The most effective is the system preventing the conflicts leading to negative consequences in the team. Healthy social and psychological climate in the team, planning and implementation of measures for the prevention of conflict, correct choice of methods to eliminate conflicts, constructive behavior of workers in conflict situations help to avoid conflicts.

The ways of overcoming (solving) conflicts involve primarily educational elements: conversation, request, conviction, explanation of working requirements, ban of irregular conflict misconduct, etc.

Administrative tools include violent conflict resolution, suppression of interest, reassignment, resolving conflict by the sentence of commission decision, court decision.

In the basis of conflict free management there are methods of optimization motivation for employees, which provide a set of positive impact on psychological, economic, organizational, operational processes, establish unified status for all employees of consumer cooperatives, providing equal opportunities for work and career development, staff awareness of self-worth and belonging, recognition personal contribution to the achievements of the organization justice norms, distribution of work, forming a creative atmosphere to promote self-realization and professional growth, rotation rate, creating opportunities for welfare, ensuring employees' participation in profit targeted projects, creating atmosphere of mutual trust, respect and support; health care for workers and their families, providing work in accordance to the interests, inclinations and training; developing the confidence in their future, ensuring their retirement funds, promotion of self-control over the execution of work, encouraging mutual trust between employees, out of organization relationships, joint leisure; providing feedback between a director and an employee.

Conclusion. During the research there was found out that the enterprises of consumer cooperatives must accept the developed system of motivation, which is effective in all aspects of enterprise activities and an attribute of organizational culture at the enterprise.

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ПСИХОЛОГИЧЕСКАЯ АДАПТАЦИЯ ЧЕЛОВЕКА К УСЛОВИЯМ ТРУДА

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Аннотация. Ведущее место в процессе адаптации человека к условиям труда занимает психологическое состояние населения. Этому способствует глобальная информатизация общества, развитие средств информационной подготовки. Информационная подготовка получает значительные преимущества в результате экономической эффективности, возможности широкого применения скрытых методов, неограниченности использования пространства и времени, а также вследствие духовных и психофизиологических особенностей человека.

Annotation. The leading place in the process of human adaptation to the conditions of labour concerns psychological state of people. This contributes to the global information of training tools development for the society. Training awareness gets significant benefits as a result of economic efficiency, possibility of widespread use of covert, unlimited use of space and time, as well as the spiritual and psycho-physiological characteristics of a person.

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