



СЕРІЯ «Державне управління»

UDC 330.161

[https://doi.org/10.52058/2708-7530-2023-6\(36\)-11-18](https://doi.org/10.52058/2708-7530-2023-6(36)-11-18)

Halynska Anhelina Viktorivna Ph.D., Associate Professor, Associate Professor of "Management department named after L.I. Mykhailova», Sumy National Agricultural University, H.Kondrat'eva St.. 160, Sumy, 40000, tel.: (050) 589-47-19, <https://orcid.org/0000-0002-0369-818X>

MANAGEMENT PSYCHOLOGY AND CONFLICT RESOLUTION FOR ADOPTING A COLLABORATIVE APPROACH IN ORGANIZATION

Abstract. This article investigates the concept of conflict management and the factors that aid in the decision-making process and influence the principles and strategies that managers can use to resolve conflicts. It is important to understand the different types of conflict that can arise in a marketing team. One approach to managing conflict is to take a collaborative approach. Collaborative conflict resolution involves working with all parties involved to find a mutually beneficial solution. Conflict resolution is a vital component of effective management, and understanding the principles of psychology can provide valuable insights into managing conflict in the workplace.

Another important aspect of managing conflict is understanding the role that psychology plays in the decision-making process. People's behavior and decision-making are influenced by a range of factors, including emotions, cognitive biases, and social dynamics.

In conclusion, conflict resolution and management psychology are vital skills for marketers. By taking a collaborative approach, understanding cognitive biases and emotional dynamics, and focusing on long-term goals, marketers can effectively manage conflicts and create a positive working environment.

It is important to understand the different types of conflicts that may arise within a marketing team. These could be conflicts in personalities, differences in strategy or tactics, or conflicts that arise from competing goals or interests. Regardless of the nature of the conflict, effective management requires a proactive approach to problem-solving before they escalate.



One approach to conflict management is the adoption of a collaborative approach. Collaborative conflict resolution involves working with all parties involved to find a mutually beneficial solution. This approach requires strong communication skills, active listening, and the ability to understand the perspectives and interests of all parties involved. It is also important to be open to compromise and to focus on the long-term goals of the team or organization.

In conclusion, conflict resolution and management psychology are crucial skills for marketers in today's fast-paced business world. By adopting a collaborative approach, understanding the psychology of human behavior, and managing emotions, marketers can effectively manage conflicts and create a positive work environment that fosters creativity and productivity.

Keywords: Management, conflict, psychology, organization, collaboration.

Галинська Ангеліна Вікторівна кандидат економічних наук, доцент, доцент кафедри «Менеджменту імені Л.І. Михайлової», Сумський національний аграрний університет, вул. Г.Кондрат'єва 160, тел.: (050) 589-47-19, <https://orcid.org/0000-0002-0369-818X>

ПСИХОЛОГІЯ УПРАВЛІННЯ ТА ВИРІШЕННЯ КОНФЛІКТІВ ДЛЯ НАЛАГОДЖЕННЯ СПІВПРАЦІ В ОРГАНІЗАЦІЇ

Анотація. Ця стаття передбачає вивчення поняття управління конфліктами та факторів, які допомагають в процесі прийняття рішень та впливають на принципи та стратегії, які менеджери можуть використовувати для вирішення конфліктів.

Важливо розуміти різні типи конфліктів, які можуть виникнути в команді працівників організації. Одним із підходів до врегулювання конфлікту є спільний підхід. Спільне вирішення конфлікту передбачає роботу з усіма залученими сторонами для пошуку взаємовигідного рішення. Вирішення конфліктів є життєвоважливим компонентом ефективного управління, розуміння принципів психології управління може дати цінну інформацію про управління конфліктами на робочому місці.

Іншим важливим аспектом управління конфліктами є розуміння ролі, яку психологія управління відіграє в процесі прийняття рішень. На поведінку людей впливає низка факторів, зокрема емоції, когнітивні упередження та соціальна динаміка.

Необхідно сказати, що вирішення конфліктів і психологія управління є життєвоважливими навичками для маркетологів та менеджерів. Застосовуючи спільний підхід, розуміючи когнітивні упередження та емоційну динаміку, зосереджуючись на довгострокових цілях, працівники можуть ефективно керувати конфліктами та створювати позитивне робоче середовище.



Важливо розуміти різні типи конфліктів, які можуть виникнути в маркетинговій команді. Це можуть бути конфлікти в особистості, відмінності в стратегії чи тактиці або конфлікти, які виникають через конкуруючі цілі чи інтереси. Незалежно від характеру конфлікту, ефективне управління вимагає проактивного підходу до вирішення проблем до їх загострення.

Одним з підходів до управління конфліктами є прийняття підходу співпраці. Спільне вирішення конфлікту передбачає роботу з усіма залученими сторонами для пошуку взаємовигідного рішення. Цей підхід вимагає сильних комунікативних навичок, активного слухання та здатності розуміти точки зору та інтереси всіх залучених сторін. Також важливо бути відкритим до компромісів і зосереджуватися на довгострокових цілях команди чи організації.

Підсумовуючи, можна сказати, що вирішення конфліктів і психологія управління є ключовими навичками для маркетингологів та менеджерів у сучасному швидкоплинному діловому світі. Застосовуючи підхід до співпраці, розуміючи психологію людської поведінки та керуючи емоціями, працівники можуть ефективно керувати конфліктами та створювати позитивне робоче середовище, яке сприяє творчості та продуктивності.

Ключові слова: Менеджмент, конфлікт, психологія, організація, співпраця.

General problem statement. In today's fast-paced business world, marketers must possess not only excellent communication and problem-solving skills, but also the ability to navigate conflicts effectively. Conflict resolution is a vital component of effective management, and understanding the principles of psychology can provide valuable insights into managing conflict in the workplace.

Firstly, it is important to understand the different types of conflict that can arise in a marketing team. These can include personality clashes, disagreements over strategy or tactics, or conflicts arising from competing goals or interests. Regardless of the nature of the conflict, effective management requires a proactive approach to resolving issues before they escalate.

One approach to managing conflict is to take a collaborative approach. Collaborative conflict resolution involves working with all parties involved to find a mutually beneficial solution [1].

This approach requires strong communication skills, active listening, and an ability to understand the perspectives and interests of all stakeholders. In addition, it is important to be open to compromise and to focus on the long-term goals of the team or organization.

Another important aspect of managing conflict is understanding the role that psychology plays in the decision-making process. People's behavior and decision-



making are influenced by a range of factors, including emotions, cognitive biases, and social dynamics. By understanding these factors, marketers can develop more effective strategies for managing conflict.

For example, cognitive biases such as confirmation bias or the halo effect can impact decision-making and lead to misunderstandings or disagreements. By being aware of these biases and taking steps to mitigate their impact, marketers can make better decisions and avoid conflicts [2].

Similarly, understanding the role of emotions in conflict can help marketers manage conflicts more effectively. Emotions such as anger, frustration, or anxiety can cloud judgment and lead to negative interactions. By recognizing these emotions and taking steps to manage them, marketers can reduce the likelihood of conflicts and promote positive interactions.

In conclusion, conflict resolution and management psychology are vital skills for marketers. By taking a collaborative approach, understanding cognitive biases and emotional dynamics, and focusing on long-term goals, marketers can effectively manage conflicts and create a positive working environment.

Analysis of recent research and publications. Articles focus on all aspects of the conflict resolution process and context, including the behavior, role, and impact of third parties in effectively handling conflict, the interface of conflict and diversity management and the implications of social and political issues on engaging interpersonal, intra-group, intra-organizational and intergroup conflict.

In the fast-paced world of business today, marketers must possess not only excellent communication and problem-solving skills but also the ability to effectively resolve conflicts. Conflict resolution is a crucial component of effective management, and an understanding of the principles of psychology can provide valuable insights into conflict management in the workplace.

First and foremost, it is important to understand the different types of conflicts that may arise within a marketing team. These could be conflicts in personalities, differences in strategy or tactics, or conflicts that arise from competing goals or interests. Regardless of the nature of the conflict, effective management requires a proactive approach to problem-solving before they escalate [3].

The main research material mentioning justification of the scientific results obtained. Ashby, J. S. Bashshur, M. R., Hernandez, E. G. Ford, R. C., & Richardson, W. D., Stoverink, A. C., Kirkman, B. L., Mistry, S. were researched the problem, publishes quality scholarship on relationships between theory, research, and practice in the conflict management and dispute resolution field to promote effective professional applications.

The goal of the article-research of the peculiarities and problems.

The article investigates the concept of conflict management and the factors that help in the decision-making process and influence the principles and strategies



that managers can use to resolve conflicts. It is important to understand the different types of conflict that can arise in a marketing team. One approach to managing conflict is to take a collaborative approach. Collaborative conflict resolution involves working with all parties involved to find a mutually beneficial solution.

Presentation of the main material.

One approach to conflict management is the adoption of a collaborative approach. Collaborative conflict resolution involves working with all parties involved to find a mutually beneficial solution. This approach requires strong communication skills, active listening, and the ability to understand the perspectives and interests of all parties involved. It is also important to be open to compromise and to focus on the long-term goals of the team or organization.

Another important aspect of conflict management is understanding that conflicts can be beneficial to the team, as they can uncover issues that were previously unnoticed and lead to new ideas and approaches. However, it is important to manage conflicts within boundaries that do not impede the work of the team.

Effective conflict management also requires an understanding of the psychology of human behavior. Conflict resolution can be greatly facilitated by understanding the underlying needs and motivations of the parties involved. For example, conflicts may arise due to differences in personality, communication style, or a need for control. By understanding these underlying factors, it is possible to identify the root cause of the conflict and work towards a solution that addresses these underlying issues.

In addition, effective conflict management also requires the ability to manage emotions. Conflicts can be emotionally charged situations, and it is important to remain calm and composed in order to work towards a resolution. Emotions can be managed by acknowledging and validating the feelings of the parties involved, reframing the situation to focus on the problem rather than the individuals involved, and by remaining objective and neutral in the approach to the conflict [4].

In conclusion, conflict resolution and management psychology are crucial skills for marketers in today's fast-paced business world. By adopting a collaborative approach, understanding the psychology of human behavior, and managing emotions, marketers can effectively manage conflicts and create a positive work environment that fosters creativity and productivity.

Here are some interesting insights and trends on conflict resolution and management psychology that marketers should be aware of:

- Emotional intelligence is crucial for conflict resolution: Emotional intelligence (EI) refers to the ability to understand and manage one's emotions, as well as the emotions of others. Studies have shown that individuals with high EI are better able to resolve conflicts and negotiate effectively, making it an essential skill for marketers in today's workplace.



- Mindfulness can enhance conflict resolution: Mindfulness refers to the practice of being fully present and aware in the moment. Research has shown that individuals who practice mindfulness are better able to manage their emotions, communicate effectively, and resolve conflicts more successfully.

- Virtual conflict resolution is on the rise: With remote work becoming more common, virtual conflict resolution has become increasingly important. This involves using technology to resolve conflicts remotely, such as through video conferencing or online mediation.

- Cultural intelligence is essential for resolving cross-cultural conflicts: As businesses become more global, cross-cultural conflicts are becoming more common. Cultural intelligence (CQ) refers to the ability to understand and adapt to different cultural norms and values. Marketers with high CQ are better able to navigate cross-cultural conflicts and communicate effectively with individuals from different backgrounds.

- Conflict resolution training is becoming more popular: As the importance of conflict resolution and management psychology grows, more companies are investing in conflict resolution training for their employees. These trainings can include workshops, seminars, and coaching sessions aimed at improving communication, conflict resolution, and emotional intelligence skills.

Incorporating these insights and trends into their conflict resolution strategies can help marketers and managers effectively manage conflicts and create a positive work environment that fosters productivity and creativity.

In conclusion, conflict resolution and management psychology are essential skills for marketers in today's fast-paced business world. By understanding the different types of conflicts that may arise within a marketing team, adopting a collaborative approach, and managing emotions effectively, marketers can successfully navigate conflicts and create a positive work environment that fosters creativity and productivity.

Additionally, by keeping up with the latest trends in conflict resolution, such as the importance of emotional intelligence, mindfulness, virtual conflict resolution, cultural intelligence, and conflict resolution training, marketers can continue to improve their conflict resolution skills and become more effective managers.

The application of conflictology and management psychology methods and functions are widespread in business and organizations globally. Here are a few examples of how these concepts are applied in different countries:

Japan - The Japanese are known for their collective work culture, where teamwork and cooperation are emphasized. Conflict resolution is often focused on preserving group harmony rather than individual needs. One method used in Japan is called "nemawashi," which involves gathering input and consensus from all parties involved before making decisions.



United States - In the US, conflict resolution is often approached from a legal standpoint, with many companies having HR departments and legal teams to handle disputes. Mediation and arbitration are common methods used to resolve conflicts in the workplace.

Germany - In Germany, a consensus-driven culture exists, where individual viewpoints are taken into account before decisions are made. Conflict resolution methods used in Germany often involve compromise and finding common ground.

India - In India, the concept of "Jugaad" is prevalent, which means finding a creative solution to a problem with limited resources. This approach is often used in conflict resolution as well, where the focus is on finding a practical solution that benefits everyone involved [5,8].

The conclusion. In conclusion, conflictology and management psychology methods and functions are applicable globally, and their implementation varies depending on cultural and societal values. Understanding and applying these concepts can lead to effective conflict resolution and improved organizational outcomes.

here are some examples of the application of conflict management and psychology in Ukraine:

During the 2014 Ukrainian revolution, psychologists were actively involved in providing support to the protesters and law enforcement officials who were dealing with high levels of stress and trauma. They offered counseling services and organized workshops on stress management and conflict resolution.

In 2015, the Kyiv School of Economics implemented a course on "Leadership, Communication, and Conflict Management" as part of their MBA program. The course focused on developing skills in conflict resolution, negotiation, and communication, and included case studies and practical exercises.

The Ukrainian Association of Mediators was established in 2009 to promote the use of mediation as an alternative to litigation in resolving disputes. The association provides training for mediators and advocates for the inclusion of mediation in legal and educational systems [6, 7].

These examples demonstrate the growing recognition of the importance of conflict management and psychology in Ukraine. As the country continues to navigate political and social challenges, these tools can play a critical role in promoting constructive dialogue and resolving conflicts in a peaceful and effective manner.

Overall, conflict resolution and management psychology are critical components of effective leadership and should be prioritized by marketers in order to build strong, cohesive teams and achieve their goals.



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