

ИНСТИТУТ БИЗНЕСА И МЕНЕДЖМЕНТА ТЕХНОЛОГИЙ

GENDER DIFFERENCES IN WORKPLACE COMMUNICATION

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It has become a pop culture trend to analyze the differences between male and female communication differences. Some people believe men and women are so different it is though they are living on different planets! But the reality is that we have all grown up on the same planet, and interact with each other in different ways on a daily basis.

We have different styles of communication. Not because we are genetically different but because we are brought up differently. People talk to children differently depending on the gender of the child. And children learn from each other the accepted ways to behave, through playing.

Boys play in large groups, where one is a leader and the others follow, take orders. They compete with one another for power. They learn to be competitive and to brag. Males use speaking as an opportunity to establish who is best, strongest, smartest and most powerful. They want to distinguish themselves from the group and to be number one. Girls play in small groups, often with one best friend only. The most important thing for them is to be liked, to be part in a group and to blend in. They learn not to brag or to be aggressive. Because then they are not popular. Females use speaking as an opportunity to include others, to establish and maintain relationships. [3]

Different styles of communication can have effect at work. So we can mark out strengths and weaknesses in the communication styles of both genders and, you know, we call ‘communication style’ not the words someone is speaking but various nonverbal signs and what their body is saying. These tables can show top-3 strengths and weaknesses for females and males.

Strengths

FEMALE	MALE
1. Ability to read body language and pick up nonverbal cues.	1. Physical presence.
2. Good listening skills.	2. Direct and to-the-point interactions.
3. Effective display of empathy.	3. Body language signals of power.

Weaknesses

FEMALE	MALE
1. Overly emotional.	1. Overly blunt and direct.
2. Meandering – won’t get to the point.	2. Insensitive to audience reactions.
3. Not authoritative.	3. Too confident in own opinion.

But there is no «good» or «bad» communication style for all workplace interactions. All in all strong sides turn into weaknesses when overdone. For example: A female's collaborative style can come across as indecisive and a male's directness can be taken as callousness or disregard for other opinions. [1]

Learning to appreciate the differences in the way men and women listen during conversation is a must. According to Simma Lieberman Associates, diversity consultants and trainers, when men listen they turn slightly away from the speaker and they may scan the room. Women will look one another in the eye and nod in approval. When a man is looking away and scanning the room, women will take this to mean he is not listening. [2]

When a man nods, it means he agrees. When a woman nods, it means she is listening.

Men make direct accusations (You didn't do it!) while women use an indirect method (Why didn't you do it?) [1]

Men and women often differ in the way they manage people and give orders. Several well-respected studies have shown women tend to soften their demands and statements, whereas men tend to be more direct. Women, for example, use tag lines, phrases like, «don't you think» following the presentation of an idea, «if you don't mind» following a demand or «this may be a crazy idea, but» preceding a suggestion.

Body language is one way in which men and women differ in communication styles. According to Psychologist Susan Sherwood, Ph. D., Women tend to be very expressive. They wave their hands when they speak, faces are animated, and they tend to draw their bodies in by keeping their arms and legs close with legs crossed. Men appear calm and without emotion. They sprawl out, spread their legs and stretch out. Women seek attention while men prefer to avoid any emotional conflict. [4]

As women make decisions, they tend to process and think of options out loud. Men process internally until they come up with a solution. This can lead to problems if a male thinks that the female's verbal brainstorming means that she's looking for approval rather than just thinking aloud. [3]

So Venus or Mars – whichever you are – the trick is to know when your communication style is an aid to success. And when it becomes a deterrent. Comparing your strengths and weaknesses to these generalized gender differences is one place to start.

However, not everyone communicates in the same way, and not all men or women will display these behaviors. The important thing is for men and women to acknowledge they've heard each other, and to work together toward common goals in spite of their communication style differences.

Literature

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3. *Edward Leigh*, MA Men & Women Communicating in the Workplace, The Center for Healthcare Communication
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АВС-УПРАВЛЕНИЕ ЗАТРАТАМИ НА ПРИМЕРЕ ООО «АРТОКС-МЕДИА»

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Современный этап развития экономики характеризуется высокой динамичностью бизнеса при значительном уменьшении доли затрат труда основного персонала, вызванного повсеместной автоматизацией производства и управленческих процессов, углубления специализации вдоль крупных элементов цепочки ценности, департаментализацией в разрезе ключевых функций управления (маркетинг, финансы, логистика и т.п.). В таких условиях общепринятые подходы к формированию себестоимости дают ряд неточностей, погрешностей, что в конечном итоге выражается в принятии неверных управленческих решений.

Актуальность функционального метода калькулирования себестоимости продукции и услуг обусловлена ростом доли производственных накладных, общехозяйственных и коммерческих расходов в общей сумме затрат, что ведет к трудностям при перераспределении данных расходов на виды продукции или услуг. В зарубежной практике общехозяйственные и коммерческие расходы по этой причине вообще не относят на себестоимость. АВС – метод, позволяющий соотнести данные расходы с видами деятельности предприятия, а затем отнести на себестоимость с большей точностью, чем в традиционной системе.

Сложившиеся условия определяют построение в организациях АВС-системы, или функциональной системы управления затратами, в основе которой лежит разделение цепочки создания ценности продукции, услуг на виды деятельности или функции.

В традиционных системах объектами учета являются виды продукции, отделы, подразделения. Функциональный метод предусматривает разделение цикла производственного процесса на ряд процессов, или видов деятельности. Каждый вид деятельности соотносится со стоимостью потребляемых непосредственно им ресурсов [1].

В большинстве организаций АВС-система используется исключительно как инструмент для принятия управленческих решений, не заменяя, а дополняя уже существующую систему учета затрат, которая используется для подготовки внешней финансовой отчетности.

Формирование себестоимости продукции при использовании функционального метода проводится в следующие этапы.