

личность, внешнее восприятие, внутреннее восприятие.

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MOTIVATION OF WOMEN LEADERS' IN HIGHER EDUCATION OF KAZAKHSTAN

Abstract: In this article research of motivation and success of women – leaders in the sphere of the higher education in the Republic of Kazakhstan in modern conditions is considered. In work is the essence and major factors of leadership of women, professional prospects of women of leaders in educational system are considered, and also studied a question of progress of participation of leading female in system of the higher education of the Republic of Kazakhstan. Within the present article the following most important results are received:

1. The concept of motivation is defined and interrelation with career is revealed.
2. The technique of an assessment of system of motivation in higher education institutions is developed.
3. The main directions for development of system of motivation of women in Kazakhstan higher education institution are defined.

Key words: Motivation, success, gender distinctions, higher education institution, university, professional activity, motives, power, competition, growth, motivator.

The research will be began with disclosure of a leadership problem. The problem of leadership is one of the most actual problems among social sciences. All human life proceeds in a social context, it lives and acts as a part of various groups and, therefore, comes under influence of various informal and formal leaders, the people possessing different personal qualities and social standing (the senior in a family, teacher, trainer, leader of criminal group, etc.) can be them.

The concept "leadership" is a subject of researches in sociology, political science, psychology and some other sciences about the person and society. Leadership is inevitable in any civilized society and penetrates all spheres of activity [1 p. 36].

The essence of concept of leadership of researches on management consists in administrative interaction (in this case between the leader and followers), the combination of various sources of the power, based on most

effective for this situation, and directed to motivation of people to achievement of common goals.

The leadership phenomenon, on the one hand, as well as many other phenomena arising in human society is so difficult that the scientific concept about it can't be clear and simple. On the other hand, the words "leader" and "leadership" have appeared in a natural language long before emergence of scientific ideas of leadership.

I will note that often advise the ambitious young women hoping to head once the large company to choose a special way: to receive the bachelor's degree in the most prestigious as far as it is possible, university, degree of the master of business administration at elite business school, and after to get a job in one of the leading consulting firms or in investment bank. [2 p. 45].

The problem of motivation is studied by researchers about the person (psychology, sociology, economy, etc.) not one decade, however it doesn't lose the relevance on a number of factors. In many scientific works authors offer a complex of organizational terms (on the basis of the analysis in the field of employee activity, the analysis of features for motivation of professional activity of women leaders in the sphere of the higher education of Kazakhstan. Such researches also include pedagogical science where emphasis is placed not only on financial incentives, but also on internal beliefs and motives.

The basis of motivational structure of the personality is made by requirements. At an initial stage of studying gender distinctions of men and women motivation is represented to us very interesting detail that is the term "requirement" is used more often in a lexicon of the men rather than women.

Further research of scientific knowledge in the field of gender distinctions in the motivational sphere was shown by existence of inconstancy of sexual distinctions in system of motive of the achievement which is the cornerstone of professional motivation.

So, for example, the researches in the sphere of requirements conducted by Y.E. Kochneva and O. A. Shibalina in 2000 have revealed that men are inclined to show more need for knowledge, than women. But at the same time researches of men and women needs show us opposite result from the data of I.A. Vinokurova who has statistically proved that women have higher level of requirement expressiveness of avoiding failures and requirement of achievement, in comparison with men. And G. N. Rybki's researches haven't revealed distinctions for motive of achievement, carried out among pupils of various age at all. There are similar data and in research of foreign scientists among whom there is a popular belief that men where more, than women, are inclined to attach significance to victories and superiority, at them competition is higher, and at women the motivation of achievement is much lower, than at men, and they are lesser extent inclined to make long-term plans concerning own professional career [3 p. 20].

X. Hekhauzen is inclined to explain this paradox with distinctions what valuable orientation prevails at women - man's which main contents is the intelligence or female with family and household orientation.

In time, researches of professional prospects of the women occupied in pedagogical activity were close to men's in similar spheres of activity. On the basis of what scientists have drawn a conclusion that sexual distinctions in motives of achievement need to be considered according to purpose type.

Further considering specifics of gender motivation, it is necessary to consider surely that sociohistorical development of the Russian society predetermines communication of vital and professional self-determination at women.

In a consequence, in the course of a growing and development of professional motivation of the man show bigger interest in the professions connected with adventures, demanding feats, physical tension in work out of the room, in mechanisms and tools, in science, the physical phenomena and inventions, and women, in turn, are more inclined to the professions connected with an esthetics, with sedentary work indoors, with assistance, especially to children, the defenseless and needing people [4 p. 52].

On the basis of the provided data on specifics of professional motivation of women, it is possible to come to wrong opinion on existence "purely female" professions. Now, in a number of the countries, including also Kazakhstan, women are rather successfully realized in traditionally man's professions.

The reasons of such "degradation" of borders of female and man's professions, according to a number of scientists of steel both social, and biological factors. As the reason of it serve not biological features of men and women, and in the social conditions which have developed in society. Proving the point of view, A.A. Goldenveyzer during research of the matter has established that there is no production activity which would be carried out only by same-gender people.

This concept promotes an explanation of current trends of increase in number of women not only in "man's" professions, but also in general in men's professional structures [5 with. 38].

Also specifics of female professional motivation is the fact that women are much more often, than men, show passivity when planning own career as bigger degree they live in afternoon and to a lesser extent future. It is confirmed by the data of researches which are carried out by V. G. Gorchakova according to which only 20% from total number of women have a steady tendency to professional career.

In this research I will cut out process of motivation of professional activity of the female faculty of higher educational institutions of the Republic of Kazakhstan at the heart of which there is information system of a rating of

teachers. A motivator in this case – indicators of this system. I carried out the analysis of the last researches and publications in which aspects of this problem were considered and on which I am based for writing of this work.

In difficult conditions the motivation of work of women of teachers in Kazakhstan has got importance as the solution of questions which face Higher education institutions now is possible only on condition of creation of an appropriate motivational basis capable to induce personnel to effective work. Therefore, I consider that it is necessary to apply such forms and methods of motivation and work incentives of women of leaders of teaching structure which would promote its high productivity [6 p. 58].

Requirements can't almost be observed and measured directly. About their emergence and existence it is possible to judge only by results of the analysis of behavior and reaction of women. Carrying out the analysis of requirements consists in definition of their structure, borders, hierarchy, levels and opportunities of satisfaction. Now the need for preservation of a workplace, creativity, recognition, improvement of working conditions, improvement of labor process, due social and psychological climate, a fair assessment of results of work and to remuneration is most important for modern women of teachers. All this demands in due time to reveal and be able to distinguish modern needs of women of leaders in the conditions of higher education institution. We will note that women of teachers had had the nature, characteristic psychophysiological features, intellectual and moral installations which should be studied and considered to heads of higher education institutions, especially when as a part of labor collectives prevail women, and to subordinates who work under the leadership of women [7 p. 69].

The motivation of work at women has certain differences, but they are caused rather by an originality of his personality and have no natural character. Therefore the duty of heads of higher education institutions consists in carefully to watch the workers, to find out in due time what active requirements move them and to make decisions on their realization for the purpose of increase of efficiency of teaching activity. On the basis of the conducted surveys by sociologists and psychologists the opinion is repeatedly expressed that women in comparison with men have a number of essential advantages [8 p. 30]:

- big duration of active life;
- open character;
- rather easy overcoming of stressful situations;
- higher responsibility and discipline against flexible use of modern technologies. The matter is that creative activity is more peculiar to women and they can realize the ideas by means of new technologies, for example, to organize photographing for a corporate portfolio [9 p. 57].

Considering that one of important is the requirement of self-expression

and development of the woman as persons that and process of motivation of her work should be considered infinite as life constantly changes and under his influence the woman changes and bandages have connected with her motivation as system of incentive forces.

Therefore, requirements act as the important prerequisite of work of women of teaching structure. Importance of the motivational relations is in providing effective work for the purpose of creation of appliances, benefits and services which are used for satisfaction of female requirements. Over all work there is a continuous reevaluation of requirements and on their basis of vital values of leading female of modern higher education institution of the Republic of Kazakhstan.

Such communication is shown through a freedom of choice by the woman of ways of the activity and the directions of personal orientations. Women are capable to influence development of the requirements, to operate their intensity, an orientation, but on condition of the adjusted motivational process and effective functioning of higher education institution [10 p. 11].

My purpose was – to present model of process of motivation of professional activity of leading female in the conditions of higher educational institutions of the Republic of Kazakhstan.

Distinguish from components of activity of leaders of women:

- 1) the motives inducing subject to activity;
- 2) the purposes as the predicted results of this activity achieved by means of actions;
- 3) operations by means of which activity is realized depending on conditions of this realization.

The presented three-component structure of activity is an outline for definition of structure of model of motivation of activity of female leaders of higher education institution of RK. Considering feature of research activity of female leaders of higher education institution of RK, we consider necessary to designate one more component – "Control of correctness and completeness of performance of the operations which are a part of actions" [12 p. 62].

The processed data on results of questioning of leading female of the Kazakhstan higher education institution of the participating participants (teachers, heads of the department, deans and vice rectors for science/study) can be used for correction of the automated system, recommendations about her use.

Within department also weaknesses of process of training are most obviously looked through strong. The department can be considered as the independent organizational unit providing part of educational process and controlling his quality at the level. In organizational structure of the department functioning within quality management system of higher education institution assistants to the head of the department (woman) in various areas of work of

department including the representative of department for quality are allocated. The main functions of assistants to the head of the department and representative for quality of education (leading female at the head of department) – to support, control and if necessary to correct educational process by monitoring of operational information about the course of working processes and the organization of feedback with the management of higher education institution. All processes of work of department are provided by teachers (leading female), realizing on the site of work the main task of any educational institution – high quality of training and satisfaction of consumers with the received educational services. Motivation to high-quality work of leading female - one of the main issues of quality of management in any organization including educational institution, is based, first of all, on set of needs of employees which, in turn, stimulates development of the organization. Value of motivation for quality management is caused by need of involvement practically of all workers in processes of improvement of quality which is impossible without creative, vigorous and initiative activity. [13 p. 54]

Therefore the question of motivation of participation of leading female in introduction, and then and maintenance in working order is actual for the higher school of RK. The main difference of education from production at design and introduction of systems of quality management consists in a role of personnel, first of all professorial, in a contribution of each teacher to the general success of activity of educational institution.

First, the leading female can't join in implementation of formal requirements of system until in her consciousness there was no concept of full understanding of a question as he is an active performer by definition. Secondly, through the leading female there pass the main administrative threads of all main processes of activity of educational institution: the processes of development of educational programs, a set which are trained, training, education, final assessment.

Conclusions of research and prospect of further researches of this direction. I have presented model of process of motivation of professional activity of teachers in the conditions of higher educational institutions. On the basis of the allocated stages of modeling her main components are presented to their interrelations. This model is considered as the administrative and motivating tool for female leadership in profile higher education institution.

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ҚАЗАҚСТАН ЖОҒАРЫ БІЛІМ САЛАСЫНДАҒЫ ӘЙЕЛ ҚОСБАСШЫЛАРДЫҢ ЫНТАЛАРЫН ЗЕРТТЕУ

Аңдатпа: Осы мақалада қазіргі таңда Қазақстан Республикасында жоғары білім саласындағы көшбасшы әйелдерді ынталандыру мен жетістікке, табысқа жету жолдарын қарастырады.

Осы мақалада қазіргі таңда Қазақстан Республикасында жоғары білім саласындағы көшбасшы әйелдерді ынталандыру мен жетістікке, табысқа жету жолдарын қарастырады. Осы мақалада әйелдердің көшбасшы болуының мәні және негізгі факторлары, білім беру жүйесінде әйелдердің кәсіби дамуы қарастырылады, сонымен қатар Қазақстан

Республикасының білім беру жүйесінде олардың үлестері мен табысқа жету жолдары зерттеледі. Мақалада төмендегі маңызды нәтижелер алынды:

1. Мотивацияның тұжырымдамасы және оның мансаппен қарым-қатынасы;
2. Жоғары оқу орнында мотивацияны бағалау әдісі;
3. Қазақстандағы ЖОО-да әйелдер мотивация жүйесін дамыту үшін негізгі бағыттар айқындалды.

Кілт сөздер: мотивация, табыс, гендерлік ерекшелік, ЖОО, университет, кәсіби қызмет, мотив, билік, бәсекелестік, даму.

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ИССЛЕДОВАНИЕ МОТИВАЦИИ ЖЕНЩИН-ЛИДЕРОВ В СФЕРЕ ВЫСШЕГО ОБРАЗОВАНИЯ В РК

Аннотация: В данной статье рассматривается исследование мотивации и успехов женщин – лидеров в сфере высшего образования в Республике Казахстан в современных условиях. В ней рассмотрены сущность и основные факторы лидерства женщин, профессиональных перспектив женщин лидеров в образовательной системе, а также изучены вопросы успехов участия женщин-лидеров в системе высшего образования Республики Казахстан. В рамках настоящей статьи изложены следующие наиболее важные результаты:

1. Определено понятие мотивации и выявлена взаимосвязь ее с карьерой.
2. Разработана методика оценки системы мотивации в вузах.
3. Определены основные направления для развития системы мотивации женщин в казахстанском вузе.

Ключевые слова: Мотивация, успех, гендерные различия, ВУЗ, университет, профессиональная деятельность, мотивы, власть, конкуренция, рост, мотиватор.

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ҚР ТУРИСТІК ҚЫЗМЕТ ЖӘНЕ ОНЫҢ БУХГАЛТЕРЛІК ЕСЕПТІ ҰЙЫМДАСТЫРУДАҒЫ ЕРЕКШЕЛІКТЕРІ

Андатпа: Қазақстан Республикасында туристік индустрияның