The relationship of thinking style and motivation features of sales and advertising managers

ALLA BELOUSOVA

Department of Educational Psychology and Organizational Psychology,
Don State Technical University, E-mail: belousovaak@gmail.com

YULIA MOCHALOVA

Department of Educational Psychology and Organizational Psychology,
Don State Technical University, E-mail: guliya@mail.ru

Modern production is based on the use of new technologies, which require a high level of training of workers. The activity of a manager includes the solution of a diverse range of tasks and its effectiveness may be related to the thinking style that determines the direction and originality of professional strategies chosen by managers. The motivational concept of action control was developed by the West German psychologist Yu. Kul. Within the framework of the theory four main components of cognitive representation of intention are distinguished: 1. real state, 2. required or desired state, 3. disagreement between the required and the real state, 4. action to resolve the disagreement. When making a decision, we use a certain set of strategies of mental operations. Classification of thinking styles A.K. Belousova is based on the definition of a function that each person shall assume in collaborate thinking activity. The thinking style acts as one of the controllers of thinking that determine the dynamics and stability, the nature of the activities carried out in the psychological system. So initiative, critical, managerial and practical thinking styles are distinguished. So The aim of the study was to study the features of the relationship of thinking style with motivational qualities and the level of expression of the need for achievement.

Experimental base were firms engaged in the sale of technical groups of goods (A) and advertising services (B) in Rostov-on-don. The survey respondents were middle managers in the number of 61 people aged 25 to 30 years, 41 of them are men and 20 are women. The following research methods were used: "Thinking styles" Belousova A., "Scale monitoring" Kul J., "Need for achievement" Orlov Y.

Analysis of the features of the relationship of thinking style, the level of severity of the need to achieve and control the action in group "A".

Thinking styles	Need for achievement	Failure control	Planning control	Implementation control
Initiative (I)	0,153	0,132	0,089	-0,098
Critical (C)	0,468*	0,147	0,285	-0,061
Managerial (M)	0,278	0,082	-0,022	-0,035
Practical (P)	0,154	0,417**	0,308	-0,129

In group "A" analysis showed the presence of statistically significant connections: critical thinking style has a significant relationship with the level of expression of the need for achievement; practical thinking style is statistically significantly interrelated with the control over the action in a situation of failure. Thus, in the group of sales managers with increasing control over the action in case of failure, the implementation function becomes more important, practical thinking becomes more important. The importance of selective function increases with the level of need for achievement, critical thinking style increases with the level of need for achievement.

Analysis of the features of the relationship of thinking style, the level of severity of the need to achieve and control the action in group "B".

Thinking styles	Need for achievement	Failure control	Planning control	Implementation control
Initiative (I)	0,384**	0,019	0,156	-0,075
Critical (C)	0,351	-0,151	-0,239	-0,294
Managerial (M)	0,402*	-0,174	-0,301	-0,438**
Practical (P)	0,581*	-0,412*	-0,176	-0,196

In group "B", an initiative, managerial, and practical thinking style has a significant correlation with the need for achievement. Practical thinking style is statistically significantly interrelated with control over action in a situation of failure (negative correlation). The managerial thinking style has a negative relationship with control over action during implementation. Thus, in the group of advertising managers, with an increase in the need for achievement, opportunities for initiative, managerial and practical thinking are expanded. In a situation of failure increased control over the action reduces the practical thinking style; in a situation of implementation, with increased control over the action, the style of managerial thinking is reduced.

References:

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