



INNOVATIVE LEADERSHIP AS A SUBJECT OF SOCIAL PSYCHOLOGY

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Annotation: *The article is devoted to the topic of innovative leadership as a subject of social psychology. The text also includes innovative leadership, changes in society and personality, socio-psychological qualities of a leading leader, psychological aspects of innovation, psychological components that ensure the qualities of innovative leadership, creative personality and its capabilities, approaches to the problem of innovative leadership, scientific views and phenomenological Aspects. In addition, on the basis of the opinions of many psychologists, the description of the socio-psychological qualities inherent in innovative leaders has been analyzed.*

Key words: *innovation, innovation leader, news, modern society, creative leader, research, organization, management, initiative, superiority, self-confidence, achievement, motivation, activism, social activity, responsibility, cooperation, corporate culture.*

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It is known that innovative leadership is inextricably linked with the activities of every leader, the main goal of which is to develop new ideas, concepts and plans for the future of the organization. That is, an innovative leader is a highly motivated person who is indifferent to the interests of subordinates and the interests of the enterprise, with new ideas. Although the phenomenon of innovative leadership is a psychological phenomenon, its true meaning is reflected in the concepts and approaches to the science of sociopsychology. Although some research may also address the general psychological aspects of the problem of innovative leadership, most of the research has been conducted in the framework of socio-psychological research. This is due to the fact that innovative leadership is inextricably linked with management activities, which are characterized by a number of socio-psychological qualities formed in the personality of the leader.

Leadership skills inherent in a leader are embedded in their content, for example, organization, high empathic skills, management style, creative thinking style, professional skills and competencies, special competencies, high quality, self-confidence, stress resistance, independence, initiative, aspiration. to success, responsibility also includes a set of adjectives. Therefore, the problem of innovative leadership is a purely socio-psychological problem. Below we will try to focus on a series of scientific studies by various psychologists to study the problem of innovative leadership.

According to N.Yu. Kruglova, the following aspects of innovation activity are distinguished [1,56]:

- Technical and technological (new means of production and new technologies);
- From these innovations, employees of organizations
- Negative is not expected;
- Organizational and managerial (new organizational structures and methods

- Team management, development of managerial decisions and control over their implementation);

- Socio-economic (new material incentives, wage systems).

L.R. Krichevsky explains the above list with other reasons [2,123]:

- Legal (changes in labor and economic legislation, the emergence of new laws, for example, the law on the protection of intellectual property);

- Pedagogical (new methods, models and forms of education and upbringing, the creation of new public bodies). The last four types of innovations evoke in workers.

- The negative reaction is understandable: it is most difficult to achieve effective change in people's behavior, since the natural striving for stability, healthy conservatism and the presence of life and professional stereotypes induce all of us to be careful and incline us to fear.

According to L.G. Pochebut, innovations of any type affect the interests of many employees of the organization, each of whom must take some role position: problem supplier, innovator, initiator, developer, expert, manufacturer, organizer, user [3,98]. This set of role positions depends on the content and scale of innovations and is rarely found in one person in production. There are two obligatory positions: organizer and user. Often, the innovative position and the functional position of the employee may not coincide. Normally, as scientists note, the initiator and implementer of the innovation process should be the head of the organization, and his behavior should reflect the standards of innovative behavior - striving for leadership, entrepreneurial spirit, desire to give freedom of action to creative and talented people, support of enthusiasts. The main thing in the innovative behavior of a leader is to develop the motivation of innovators among employees. N. According to V. Serbinovskaya, the features of an innovative leader are [4,145]:

- Dominance;
- Self confidence;
- Emotional balance;
- Stress tolerance;
- Creativity;
- Striving to achieve;
- Entrepreneurship;
- A responsibility;
- Reliability in the performance of the assignment;
- Independence;
- Sociability and others.

In our opinion, innovation is the process of introducing something new into various spheres of organizational and social activity, production and industry. This process is directly related to the scientific and technological revolution, which involves significant changes in actively developing companies every 4-5 years.

According to O.S. Sovetova, there are the following socio-psychological reasons for the need for innovation [5,65]:

- Order;
- Decrease in the quality, efficiency of labor in the organization and on production;
- Striving for self-improvement;

- New circumstances, conditions of activity, operation.

In fact, any enterprise operating in a rapidly changing external environment is forced to constantly monitor the change in these conditions and accordingly plan and carry out its development. In this regard, the extremely important role of socio-psychological factors in the introduction of innovations becomes clear. For psychologists, this is expressed in solving the problem of providing "psychological support" of innovations, which allows to overcome the barriers of innovations with the least losses.

According to E.P. Ilyina, there are quite a few classifications of innovations by type. They can be [6,223]:

- Radical and modifying;
- Product;
- Technological;
- Social.

According to the above classifications, the more successful the innovation activity is, the higher the person's need for something new. There are different points of view regarding the essence of this need, including the opposite. The French writer and philosopher-educator Voltaire believed that if a person did not have a need for something new, then we would still "climb trees and eat acorns." The founder of German classical idealistic philosophy, Georg Wilhelm and Friedrich Hegel, believed that the need for the new is an essential characteristic of the "social person". However, the point of view is also known, according to which the main meaning of human life is self-preservation, the maintenance of one's existence precisely through the cultivation of self-restraint, invisibility and meekness [7, 65]. However, the last factor is quite important, since it is precisely in relation to the initiative, which may turn out to be ineffectual, and in some cases even give rise to temporary difficulties, that the leader's true attitude towards the prospects of innovative development is manifested. In the scientific literature, various approaches to the classification of the types of influence of a leader on the parameters of the innovativeness of an organization or a system are presented. The division into transactional and transformational leadership is quite common. Transactional leadership is focused on the use of methods of exchange, remuneration, and a standard set of management influences to manage subordinates that stimulate certain forms of behavior, but do not change the participants in the innovation process "from the inside".

According to V.V. Kazakova, transformational leadership involves the provision of a more powerful deep impact on the members of the group or employees of the organization, bringing the efficiency of their work to a completely new level. This is due to the fact that transformational leaders inspire others, while using their sincere interest in strategic development, as well as orientation towards future success. [8,73] and short-term creative plans.

According to another definition of transformational leadership, it is the process of matching the values and goals of employees and the entire organization as a whole by changing their attitudes and beliefs. A distinctive feature of a transformational leader is that he is able not only to change the basic parameters of an organization or a system, but also to actively form an organizational culture, stimulate entrepreneurial activity, etc.

Transformational leaders have the following qualities: Self-confidence; attention to other people, their needs and requirements; ability to think strategically; the ability to quickly perceive the reactions of other group members to certain events and circumstances; individual approach to employees;

inspiring motivation; intellectual stimulation. A transformational leader is able to significantly influence the attitude of employees to the activities of the organization, as well as to form their orientation towards effective work to ensure innovative development and increase the competitiveness of its activities. The innovative readiness of consciousness largely depends on what kind of emotional and motivational states a particular problem situation causes in a person. These conditions certainly have a negative impact on the effectiveness and efficiency of innovation. It is known that an increase in motivation leads to an increased increase in innovative activity lead to a certain limit. This observation is used for justification. According to the research of A.N. Sukhovi, the innovative leadership of a person also largely depends on the level of development of her creative abilities. It should be noted here that there are at least three main approaches to the problem of creativity [9,65]:

- First approach. Within the framework of this approach, it is believed that there are no such creative abilities. But as a necessary (but not sufficient) condition for the creative activity of a person, intellectual giftedness acts. The main role in the determination of creative activity is played by motives, values, personality traits.

-Second approach. Creativity is an independent factor, independent of intelligence. In a milder version, this theory states that there is little correlation between the level of intelligence and the level of creativity.

-Third approach. A high level of intelligence development implies a high level of creativity and vice versa. There is no creative process as a specific form of mental activity. In conclusion, the problem of innovative leadership still requires new socio-psychological research. In addition, the psychological study of the qualities of an innovative leader is very important not only for science, but also for the development of our society. When a leader is intellectually, professionally mature, has the ability to think creatively and foresee situations, then the development of society and the state is likely to flourish.

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