

JEL Classification: M10, M12, R10, R15 352.075,

DOI: <http://doi.org/10.34025/2310-8185-2024-4.96.05>

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THE ROLE OF EMOTIONAL INTELLIGENCE IN LEADERSHIP IN MANAGEMENT IN UNITED TERRITORIAL COMMUNITIES

Summary

In today's top management world, leadership goes far beyond ordinary team management. Today's leaders face challenges that require not only technical knowledge and strategic thinking, but also a deep understanding of human emotions and behavior. Emotional intelligence is a key element that helps leaders not only adapt to changes in the work environment, but also manage teams effectively and achieve high results. The modern business world is constantly evolving and faces continuous changes that require leaders not only strategic vision and technical knowledge, but also a high level of understanding of human emotions and behavior. Emotional intelligence plays a key role in shaping effective leadership, as it affects the leader's ability to effectively manage teams, achieve high results and adapt to difficult circumstances. Unlike traditional approaches to leadership, which focused on authority and control, the modern approach emphasizes the importance of soft skills, such as empathy, self-regulation and interpersonal communication. Recognition of the importance of emotional intelligence in leadership qualities is almost universal among high-level managers today.

The purpose of the article is to determine the role of emotional intelligence in leadership in management in united territorial communities. In the process of conducting the study, general scientific theoretical methods were used: system analysis in the study of the features of emotional intelligence as components of leadership, deduction in determining the features of the application of emotional intelligence in management; generalization in forming conclusions regarding the conducted study. In addition, to visualize the results, a graphical method was used to highlight the connection between leadership and emotional intelligence.

The article considers leadership and its importance in the management of territorial communities. The main components of leadership are identified: emotional intelligence, intellectual leadership, viability coefficient and their importance in management. The importance of emotional intelligence in the management of

territorial communities, its positive and negative consequences are determined. Tools for supporting and improving emotional intelligence are studied.

When managing united territorial communities, each leader-manager can use emotional intelligence both to manage his subordinates and in managing the community. By correctly using and improving the tools of emotional intelligence, the manager will achieve the most effective management.

Keywords: united territorial community, leadership, emotional intelligence (EI), intellectual leadership (IE), viability coefficient (VI), personnel management.

Number of sources – 19, number of drawings – 1.

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