

THEORETICAL ASPECTS OF APPLIED PSYCHOLOGY IN HUMAN RESOURCE MANAGEMENT

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Nowadays, the concept of "people-oriented" management is increasingly recognized, and many enterprises are gradually reinforcing the importance of "human development" by thinking about human resource management and training.

The current state of development of scientific and applied psychology, on the one hand, is distinguished by the existence of a large number of scientific schools, theories and concepts in scientific and applied psychology, on the other hand, there has been an increase in public demand for psychological services, which has given rise to a large number of psychological practices.

Applied psychology is a branch of psychology that studies how to apply psychological principles and techniques in various fields such as education, work, clinical psychology and many others. Scientists (A. Bandura, V. Frankl, S. Freud, K. Horney, C. Jung, A. Maslow, K. Rogers, etc.) made significant contributions to this area [1; 4; 5; 6; 7; 8; 10].

The problems of using applied psychology methods in personnel management and human resource management are studied by researchers (T.P. Chernyavska, A. Maslow, E. Mayo, V.V. Rubalka, F. Taylor, etc.) [3; 8; 9; 11; 12].

Therefore, the search for theoretical sources, methodological foundations, socio-historical and logical-scientific factors in the development of applied psychology is becoming increasingly relevant today. Let us consider the connections and mutual influences of psychological practice and scientific psychology, as well as the features of the formation and current state of psychological practice.

S. Freud developed the theory and practice of psychoanalysis, which became one

of the most influential scientific areas in psychology. The scientist created psychoanalytic psychotherapy, which uses conversation and analysis of unconscious processes to treat mental disorders. Freud's influence extended into the fields of culture, literature, art and philosophy [5].

C. Jung, also a representative of the psychoanalytic school. However, he departed from the psychoanalytic tradition of S. Freud and, instead of focusing on the psychopathological aspects of human behavior, he explored dreams, mythology and literature to identify universal patterns of the human psyche. His scientific works influenced the development of analytical psychology, therapeutic practice that promotes the development of creativity and individual potential [7].

K. Rogers developed client-centered therapy, which had a significant impact on psychological practice. The scientist believed that the therapist's positive and empathic attitude towards the client plays an important role in successful therapy. He believed that clients would be better able to understand and solve their problems if they felt understood and accepted unconditionally [10].

A. Maslow is one of the most famous representatives of humanistic psychology. He developed the theory of the hierarchy of value of human needs. This theory has become an important tool for understanding human motivation and has helped in the practice of psychological counseling and personality development. A. Maslow proposed the concept of self-realization, within the framework of which a person's desire to realize his potential, realize his own goals and values contributes to the growth and development of the individual [8]. His ideas remain relevant and important for modern psychology and practice.

V. Frankl developed and introduced logotherapy, which has become an important method in psychotherapy and psychological practice [4].

This approach to psychotherapy argues that one of the basic human needs is to find meaning and purpose in life. Logotherapy helps clients seek and find meaning in their lives, which in turn promotes psychological well-being.

V.V. Rubalka, Ukrainian psychologist, developed the concept of development of a creatively gifted personality, cultural and value aspects of the psychology of honor and dignity of the individual, a personal approach in the psychology of professional psychology. He created a psychological method for the development of personality and the influence of its properties on human intelligence [11].

The formation and development of applied psychology was greatly influenced by the needs of various branches of professional activity, as well as the need to solve various real problems of production, technology, society, culture, humanitarian and social relations.

The modern development of applied psychology is developing in the direction of its application in management, in human resource management, in the field of education, in politics, in the work of social services, in elite sports, in the field of physical education, in the social sphere; in military, clinical, legal, environmental, counseling psychology, etc.

The purpose of applied psychology is to study the application of psychological principles and methods in various fields of education (training, upbringing), professional activity, social and public relations.

Many scientists made a significant contribution to the formation and

development of practical psychology (A. Bandura, K. Horney, etc.) [1; 6].

A. Bandura developed the theory of personality self-regulation and studied the processes of learning and behavior change [1]. K. Horney has developed theories about conflict and interpersonal relationships that are relevant to the psychology of interpersonal relationships and family dynamics [6].

The development of practical psychology is carried out thanks to the scientific research of many scientists and practitioners. As for the problem of using methods of applied psychology in personnel management, in human resource management, this problem is studied by many scientists (T.P. Chernyavska, A. Maslow, E. Mayo, F. Taylor, etc.) [3; 8; 9; 12].

F. Taylor made important contributions to the development of methods for optimizing labor processes and labor management [12]. E. Mayo conducted important experiments that helped understand the importance of social interactions in the workplace and emphasized the importance of job satisfaction and employee motivation [9]. A. Maslow developed the theory of the hierarchy of needs, which is important for understanding employee motivation and their needs [8].

These are just a few examples of scholars who have made significant contributions to scientific and applied psychology in the field of human resource management and human resource management.

Thus, applied psychology is a specific area of psychology, and its peculiarity is due to the fact that it is based on knowledge of the psychological patterns of human behavior development in combination with methodological knowledge, practical psychological experience and a variety of psychological practices in various fields. fields. areas of human life.

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