

## **ECOMANAGERS – EXECUTIVES OF NEW GENERATION (ЕКОМЕНЕДЖЕРИ – УПРАВЛІНЦІ НОВОГО ПОКОЛІННЯ)**

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*Наступне покоління менеджерів виникає як наслідок екологічних змін, що впливають на світову економіку. Представлено профіль нового типу менеджера, адаптованого до сучасних світових тенденцій.*

Environmental changes have a great impact on the economic activity of enterprises and calls for a new kind of management, called ecomanagement. According to the American Heritage Dictionary of the English Language, “ecomanagement” term refers to any of various strategies to minimize or eliminate the adverse effects of human activities on the environment.

Ecomanagement requires a totally changed way of thinking business, from all the socio-economic points of view, applied to all the activities of a company. Like companies from other domain, they constantly monitor and analyze their environmental impacts and make corresponding efforts to reduce environmental burden of their day-to-day business activities, ease the problem of infrastructure damage and repairs and offer a quality service.

The new type of manager of current times thinks and acts environmentally and takes into account the complexity of human-environment relationships by making decisions following long-term benefits that can be obtained in the context of today environmental changes. Managers who develop and implement environmental policies in all the activities of management and in the entire workflow of the organization can be called ecomanagers.

Their main feature is making decisions in accordance with the principles of sustainable development by identifying ways to obtain economic development in conditions of environmental protection.

An ecomanagement attitude leads to savings, improvement of the company’s status and image in the community, long term profit increase and not ultimately and in an absolute sense, business excellence. Creation of awareness of the influence of the activities with respect to climate change should be implemented and urgently requires more understanding.