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THE DEMAND FOR MANAGERS IN DIFFERENT COUNTRIES

In our days, the life becomes easier for us and our children as well. We can research the Internet, to learn more information from there and become more informative than our parents and moreover than our grandparents. The well-known fact majority of us want to get skills in management area. So, the purpose is to consider the demanding for managers in Ukraine and abroad.

The main trend of recent years is the growing popularity in the profession, which, in few places humans can study in Ukraine. For instance, one of the most demanded specialty is a sales manager and administrator.

Among seven In-Demand International Business Careers (according to a 2017 report from Burning Glass Labor Insight) I decided to consider only two categories: one of the most popular and one of the best paid.

To start with the most demanding job in the world among business careers is management analyst (by statistic in 2017). Management analysts, also known as consultants, create new ways of improving an organization's efficiency. They advise upper management on how to enhance company performance by solving organizational problems. In particular, global analysts help companies find solutions to issues regarding foreign markets. They work with companies on specific projects within a wide range of areas on a global scale. An international analyst's responsibilities may also involve: 1) analyzing company data, such as revenue, expenditure, and employment reports, across international divisions; 2) determining how to lower company overhead, such as supply expenses, financial expenditures, and global staffing; 3) interviewing management overseas to determine the best methods and resources needed to resolve company issues on an international scale;

4) recommending new systems, practices, and organizational changes to be implemented within each global office; 5) working with managers to ensure that changes are being implemented effectively [1].

The second type of managers that is lack in other countries is Marketing Manager (by statistic in 2017). Marketing managers must sort out a competitive business strategy with a creative vision. They often work with art directors, sales executives, product developers, public relations managers, and other employees to create engaging marketing campaigns. In particular, these types of managers are responsible for global marketing sales. All in all, their amenability may also involve: 1) deploy successful marketing campaigns and own their implementation from ideation to execution; 2) develop strategies and tactics to get the word out about our company and drive qualified traffic for team; 3) overseeing budgets, contracts, marketing plans, and advertising media with management and team members across international markets; 4) leading content generation and production across digital and print media [1].

To concluding, there are two different types of jobs: Marketing manager and management analyst. They are both on in-demand international business careers. However, the analysts are more demanding job on global market estimated on 14% in demand in the world than marketing manager estimated on 10% accordingly. Nevertheless specialist on sales is higher paying profession (\$129,380 in the year) in comparing with manager analyst (\$82,450 in the year).

As a result, they are both have the aim to develop business economy of company and to generate positive income in their country for extension and increasing revenue.

REFERENCES

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