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# Humanization of engineering and managerial activities: the dialectic of tradition and innovation

© A.D. Subocheva, O.N. Subocheva

Stupino branch of Tsiolkovsky Russian State Technological University,  
Moscow region, Stupino, 142800, Russia

*The research studied theoretical and applied problems of humanization of engineering and managerial activities and traced the influence of humanitarian culture on ethical and socio-psychological aspects of the engineers' activity. Attention is paid to principles and norms of manager's moral behavior, which are implemented in management communication. We emphasized mutual influence of moral and professional qualities of an engineering manager.*

**Keywords:** *humanization of engineering and managerial activities, humanitarian education of an engineer, moral principles and norms of an engineering manager, the morals of an ideal leader.*

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**Subocheva A.D.**, Dr. Sci. (Socio.), Professor of Stupino branch of Tsiolkovsky Russian State Technological University. Academic interests include sociology of management, economic sociology. e-mail: subochevaad@mail.ru

**Subocheva O.N.**, Dr. Sci. (Socio.), Professor of Stupino branch of Tsiolkovsky Russian State Technological University. Academic interests include sociology of management, economic sociology. e-mail: subochevaon@mail.ru

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