



The Role of Management Styles in the Systematic Development of the Digital Economy

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ABSTRACT

This article highlights the role and importance of management methods in the systematic development of the digital economy.

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It is known that management of enterprises is formed on the basis of various goals. In the world experience, the development of the concept of enterprise management is of great importance in the business activity, strategy, and productive activity of the enterprise. In the Action Strategy for the further development of the Republic of Uzbekistan for 2017-2021, priority tasks such as "deepening structural changes, increasing the competitiveness of enterprises and increasing the export potential" are defined[1].

The effective performance of these tasks requires the development of modern standards in the management activities of production enterprises and the improvement of management mechanisms. In

recent years, the number of newly opened enterprises in Uzbekistan has increased. Management efficiency can be achieved by the correct application of management methods in the effective management and continuity of enterprises. That is, the management style of enterprises is developed and implemented from strategic performance indicators, employee qualifications, etc. The use of modern methods in enterprise management is not only a requirement of the time, but also an important requirement of the future.

Currently, the development of the digital economy in the world is taking place at a rapid pace. The development of the digital economy makes it possible to fully satisfy consumer demand and increase labor productivity in economic sectors and sectors. The digital economy will lead to unprecedented changes in more than half of the existing industries.

In our opinion, the digital economy, as an economy based on creativity, is based on systematic criteria for the widespread introduction of modern information and communication technologies in all sectors and areas, in particular, in public administration, education, health and agriculture. Its establishment will increase the possibility of ensuring high-speed growth of the economy of Uzbekistan and accelerating the integration of our country in the world arena.

In the modernization and liberalization of the economy in the Republic of Uzbekistan, development based on the digital economy is an important factor in the development of the national economy in the world community. The implementation of the management system that is being formed as a new management system for factories in Uzbekistan, and thus the introduction of innovative processes in the activities of factories, is an urgent requirement of the present tense time. Ensuring the successful development of the enterprise requires owners and managers to have a wide range of knowledge and skills in this field.

Management (in economics) is the process of regulating and directing the state of the economic system of an economic object; refers to the conscious purposeful influence of subjects, agencies on 330 people and economic objects, carried out with the aim of directing their activities and achieving the intended results. The relationship between the manager and the employee, the psychological environment in the group, and the efficiency of the work team largely depend on the management style used by the manager.

Management style is a set of usual actions that the leader uses in relation to his employees, in order to organize work among them. Until now, there are different approaches to differentiating the management style, none of them can recommend a perfect style suitable for the management situation. Each method has certain limitations. The methods used are determined by the culture of the organization, the value system, the position of managers, the specific characteristics of the performers, and extraordinary influencing factors.

Different approaches to the leadership style can make a conclusion about the use of any of the appropriate methods based on the situation encountered in one's activity. Based on the principle of a systematic approach in management, the management style should be consistent with the life of the organization, its goals and primary tasks.

According to the systematic approach, the leader should know the system he manages well, correctly assess its condition, imagine its future appearance, and be able to involve the employees participating in the implementation of changes. The leadership style of modern management is covered from different points of view.

Traditional approach. One of the traditional approaches to distinguishing management style is based on

the typology introduced by Kurt Lewin, in which authoritarian, democratic and liberal leadership styles are distinguished.

In authoritarian style, they use unskilled workers to manage boring activities at once, to ensure unconditional obedience of executives (military organizations, emergency situations), or in situations where executives trust their leader implicitly. Authoritarian style is the formality of relations, the concentration of power in the hands of a responsible manager, the maintenance of a certain distance between the leader and the subordinate, the instructions that must be followed are in the form of orders, more punishment of employees refers to motivation through

This situation does not encourage performers to achieve high performance results, creates an unhealthy moral and spiritual environment, and causes internal conflicts.

In a democratic style, it means trusting subordinates, consulting, avoiding dictatorship, giving powers to executives, creating a comfortable moral and spiritual environment, and making extensive use of positive incentives. All this increases employee interest and loyalty to the organization. There are also two directions of the democratic style: consultative and participative (subordinates are not limited to giving advice, they are involved in creating and controlling goals).

Usually, the democratic method is used to perform complex tasks that require a creative approach. Performers are required to have high qualifications.

The analysis revealed that the authoritarian style can provide twice as much work as the democratic style of management, but its quality and the presence of creative elements are twice as low. In the liberal style, it means that he puts the problem in front of the performers, creates all the conditions for their work, defines the limits of solving the problem, and he stands aside. As a consultant, the leader assumes the role of an evaluator of the obtained results, an expert, a helper in complex situations, and the group has complete freedom in decision-making. This method is widely used in scientific research and experimental design work performed by highly qualified specialists, where excessive pressure and control cannot be applied. Meanwhile, the liberal style can easily turn into a bureaucratic one. Because the management process passes from the leader to his colleagues and assistants. And they act on the leader's behalf and move to more authoritarian methods. The leader tries to show himself as the owner of power, but in practice, his dependence on subordinates increases. Drawing clear boundaries between authoritarian, democratic, and liberal styles is a difficult task, as they create a continuum of governance that smoothly transitions from one to the other.

In general, management methods should always be understood as a component of relations between manager and employee, manager and team. Therefore, not only the style chosen by the leader, but also the behavior of the employees plays a leading role in the progress of the leader with the employees towards a common goal.

This is a one-sided approach to management when a leader expresses his inclination towards a certain style and uses it. However, depending on the state of the team and the situation, the leader will resort to one or another method. The style is the process of mutual coordination of the relations of the manager and the employee on the way to a common goal. The purpose of using this or that management method is to perform the task that satisfies the interest of the organization as quickly and efficiently as possible. The method used lays the groundwork for how the next similar task will be performed and allows the team to complete the task. Unfortunately, most teams and even leaders are used to always refer to the old model when performing a certain situation, and this situation can be called the style of performing such a task. But the new task is unrepeatable, it always has some new aspects, and in this situation, the use of the old model and style cannot fully ensure the achievement of the goal.

In the democratic management style, friendly relations in the team develop, the leader supports the activity of the group, personal interests are also considered in the official system, and a wide way for communication is opened.

In the liberal management style, the leader develops the informal system in the team, and the informal relations of the team are preferred over the official, administrative form in order to achieve success. A new communication network will be created in the organization, and even such an initiative will be positively evaluated. Employees set the standard of work themselves and are responsible for its fulfillment. Cooperation between employees prevails. The team is willing to take risks with observation and easily completes any difficult task.

In the conditions of the digital economy, a leader should not only know his field well, but also be a good organizer, psychologist, educator and social leader. For this, every manager should independently acquire psychology and pedagogy. This is required by serious changes in our life, increasing the workload of the human factor, and working with them in the conditions of self-management of the team. The ability to find a way to the heart of every person who is a member of the team is of the main importance in the work of my rabbi. A leader who knows this will be able to solve all kinds of conflicts that arise in the workplace within the team, together with public organizations, without sending it to higher organizations.

Such a leader organizes his work correctly and successfully fulfills the goals and plans assigned to the team on time. In order to create a healthy mental climate in the teams, the leader should take into account the personal qualities of each employee, organize social relations and economic competition, which will closely connect the cooperation and mutual support among the employees. It is necessary to pay attention to the creation of favorable social conditions for the final results of work.

In conclusion, it should be said that the qualitative development of economic sectors, the social sphere and the state management system in the current period of human development and in the near future is directly related to the widespread introduction of digital technology. In particular, the adoption of the decision of the President of the Republic of Uzbekistan No. PQ-3832 dated July 3, 2018 on "Measures for the development of the digital economy in the Republic of Uzbekistan" is an important step in the development of the digital economy. determined a series of development work.[2] In general, governance is important in the digital economy. Because before implementing a certain activity, it is necessary to focus on the basis of managing that activity. The prospect of our country's development also depends on the development of the digital economy and the level of coverage of digital technology.

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