



Modern Trends in Management and Marketing

**Karjavov Zayniddin Karjavovich, Raxmonova Feruza Musakulovna,
Komilov Feruz Kilichbekovich**
Samarkand State Architecture and Construction University

ABSTRACT

This article highlights the role and importance of modern trends in management and marketing in enterprises. The data are compiled on the basis of author's observations and analysis of foreign literature.

ARTICLE INFO

Article history:

Received 04 Jan 2022

Received in revised form
03 Feb 2023

Accepted 09 Mar 2023

Keywords: Marketing, management, resource, personnel, manager, labor productivity, organizations, enterprise, Internet technologies.

© 2023 Hosting by Research Parks. All rights reserved.

In modern management theory, they say a lot that people are one of the main components in the success of companies, one of its resources. In companies, a modern approach to innovative development requires a special approach to management and marketing.

In foreign economically developed countries, organizations devote a lot of time to studying each new employee. For this, from the very beginning of work, the company's management instills in employees the spirit of independence because people need to understand why they work, and not about what

exactly needs to be done. It is necessary to organize the work in such a way that each employee clearly understands that he works in his own interests, and not within the framework of the rules.

Employees of organizations must understand that his actions are necessary for the entire organization, for the leader and for the people with whom they need to work. Awareness of the benefits of their actions helps to increase productivity. It is also necessary to build work in such a way that people can think, make decisions, and develop. Each employee must have the information necessary for work. If necessary, you need to interact with others, ask if something causes difficulties in the process of work. This is necessary in order to better complete a task or project. Thus, the ability to make decisions, search for information, interact with the environment allows employees to work more efficiently. This approach increases the interest of people in work. Everyone should feel their importance and the necessity of their work for the entire enterprise.

Exponential development, global political and social trends, integration on a large scale, adoption of new technologies in all areas, introduction of innovations - modern management - are placing new demands on the social management system.

In this context, creating a training system for innovative, enterprising, charismatic leaders is one of the strategic tasks of the modernizing Uzbekistan.

Social management is a socially important activity that is carried out in order to ensure the consistency of activities related to the effective performance of goals and tasks by individuals, social groups, and teams.

Social management, which involves the coordination and regulation of the interaction of a certain social group, the hierarchy of labor, and the distribution of roles in order to achieve strategic goals and results, is a universal concept of societies, countries, and all spheres of social life.

Taking into account that modern corporations are a managed social structure, it is understood that the following most important principles of corporate governance should be applied in the effective organization of their activities:

- strategic planning;
- clear definition of goals and tasks;
- making correct and fair decisions;
- systematic analysis;
- HR management;
- cooperation;
- time management;
- correct selection of priorities;
- corporate culture;
- proper distribution of financial resources;
- proper distribution of labor resources, formation of a strong team working towards common strategic interests;
- implementation of modern methods and innovations in management;

- creating conditions for every employee to show his potential;
- development of personnel professionalism and competence;
- systematically renewing and rejuvenating the staff;
- forming the image of the enterprise;
- Evaluation of KPI (basic performance indicators);
- introduction of high technologies in production.

In the effective operation of every organization, the role of determined, fair, charismatic leaders who feel responsibility for the fate of the team, who can make timely and correct decisions, is very important.

At the same time, good employees should be encouraged. So you can get your team interested in working and becoming better, stand out from the rest and show high-quality work, which is the main factor in high-quality labor productivity.

In our time, almost in any field there is a fairly close competition. Therefore, in addition to high-quality marketing strategies, you need to take the right approach in personnel management. Trade organizations in Japan devote a lot of time to each employee. In choosing each employee, trade organizations pay attention to appearance, education, the level of awareness of different types of goods, and most importantly, to staff development and testing. At the same time, in order for employees to appreciate their work, entrepreneurs encourage good wages or other types of wages.

In addition to personnel management, organizations try to work and provide high-quality services. To do this, you need to understand what quality is and what approach is needed for the buyer.

Usually, many organizations, in order to evaluate their work and identify their disadvantages, conduct social surveys among their customers (users). To do this, organizations devoted a lot of time to the survey, dedicated individual employees to conduct social surveys. The modern development of IT (Internet technologies) gives great privileges in order to quickly and efficiently find out exactly what the consumer needs. Such information is valuable in that organizations can receive information electronically and develop those aspects that the consumer does not like.

IT (Internet technologies) is a new stage in the development of the digital economy. Internet marketing provides great opportunities in the development of organizations. Especially if a new enterprise that is just entering the competitive environment with the help of Internet marketing can save a huge amount of money that is required to advertise a new product or service. With the help of IT (Internet technology), more detailed information (video, audio, inscriptions) can be released and comments from users (consumers) can be immediately recognized, which makes it possible to take the right approach to developing entrepreneurship.

The tasks of management as a science are the development, experimental verification and practical application of scientific approaches, principles and methods that ensure sustainable, reliable, promising and efficient work of the team (individual) by producing a competitive product.

At the same time, the ultimate goal of management as an effective management practice is to ensure the profitability of the enterprise through the rational organization of the production (trade) process, including production (commerce) management and the development of the technical and technological base.

Based on this, the most important task of management is to organize the production of goods and services, taking into account the demand of consumers on the basis of available resources. At the same time, the tasks of management also include:

- transition to the use of highly qualified workers;
- stimulation of employees of the organization by creating appropriate working conditions for them and a system of its payment;
- determination of the necessary resources and sources of their provision;
- development of the organization's development strategy and implementation;
- determination of specific goals for the development of the organization;
- constant search and development of new markets;
- development of a system of measures to achieve the intended goals;
- monitoring the effectiveness of the organization, the implementation of the tasks.

The tasks of management are continuously becoming more complex as the scale and development of production and commerce grow. Completed tasks and achieved, planned goals are evaluated in the market.

The development of control theory, the development of economic and mathematical methods made it possible to supplement or replace many qualitative solutions of problems with accurate quantitative estimates or solutions, and the development of computer technology and communications contributed to an increase in management efficiency.

Conclusion: In organizations, management plays a major role in personnel management. Properly managing personnel provides great opportunities to achieve a high level of labor productivity.

Speaking about marketing, in today's market, where there is huge competition, it is necessary to choose the right strategy for the development of entrepreneurship. This makes it possible to develop the enterprise and have its customers.

References

1. Ўзбекистон Республикаси Президенти Ш.М.Мирзиёевнинг 2020 йил 6 октябрда —Ахборот технологиялари соҳасида таълим тизимини янада такомиллаштириш, илмий тадқиқотларни ривожлантириш ва уларни IT-индустрия билан интеграция қилиш чора-тадбирлари тўғрисидаги ПҚ-4851- сон қарори.
2. Б.Б.Мардонов, Л.У.Махмудов, Ғ.С.Мустафоев, З.К.Рахимов, Ш.А. Султонов, Э.Ш.Шавкиев, А.С.Шералиев, Ш.О.Қувондиқов, Р.Ж.Қурбонова, А.П.Ҳазратов. Хизмат кўрсатиш соҳасини модернизациялаш ва аҳоли фаровонлигини юксалтириш: муаммо ва ечимлар. Монография. – Т.: - Фан ва технологиялар, 2019 188 бет.
3. Цыренова А. Менеджмент: Учебно-методическое пособие. – Улан-Удэ: Издательство ВСГУТУ, 2006. – С. 114.
4. Рогожин М. Ю. Управление персоналом. 100 вопросов и ответов о самом насущном в современной кадровой работе: практическое пособие / М.Ю. Рогожин – Берлин: Директ-Медиа, 2014. – 176 с.
5. Сунами А.Н., Стребков А.И. Концепт «конфликт ценностей» в зарубежной и отечественной конфликтологии // Конфликтология, 2016. – № 4. – С. 235–261.
6. <https://natalibrilenova.ru/esse-po-menedzhmentu/>