

APPLICATION OF MODERN STRATEGIES IN ESTABLISHING EFFECTIVE
MANAGEMENT IN ENTERPRISES.

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Abstract. *This article talks about the importance of implementing effective management in enterprises and using strategies in its implementation.*

Key words. *Enterprise, production, export, network, technology, strategy, economy.*

Our current Republic demands a radical revision of management principles in national economic sectors, including industrial enterprises. In this regard, the President of our Republic emphasized the following: – modernization of enterprises, further acceleration of technical and technological re-equipment, widespread introduction of modern, flexible technologies. This task primarily concerns the main sectors of the economy, export-oriented and localized production capacities.

Nowadays, strategic management is of great importance in the proper management of every industry. One of his main tasks is to implement the company's development strategy. In order to develop a budget system in an enterprise, it is necessary to implement internal plans, i.e., strategic, medium-term, and tactical plans. Currently, the relevance of strategic management in the practice of enterprises is increasing. Of course, this process is related to the expansion of their authority and increased responsibility for the economic condition of the enterprise. It should be noted that the strategy of management and reform of state-owned enterprises in 2021-2025 has been determined by the state as one of the urgent issues. The strategy defines the goals, tasks and priorities of management and reform of economic societies and state unitary enterprises with a state share, taking into account advanced foreign experience, including the principles of corporate governance for state-owned enterprises of the Organization for Economic Cooperation and Development. The quality of modern management is the main factor determining the efficiency of enterprises. For this reason, attracting the most modern techniques and technologies to enterprises is considered one of the most important tasks today.

Today, the role of modern marketing in the effective management of enterprises is increasing. It is also important to develop modern marketing strategies and implement them correctly. Modern marketing is a holistic, agile, data-driven methodology that connects brands with ideal customers to drive targeted business results. While the elements can be assembled in an infinite number of ways, a modern marketing approach always combines creative thinking and execution with research, strategy, technology and analysis to achieve organizational goals. Modern marketing represents the evolution of traditional marketing practices in response to the digital revolution, characterized by a shift to data-driven strategies, customer-centric

approaches, and an emphasis on digital channels. It includes a combination of digital marketing techniques such as search engine optimization (SEO), content marketing, social media marketing, and email marketing combined with traditional methods to more effectively reach and engage a wider audience. The goal is to leverage technology and data analytics to gain insight into consumer behavior, personalize marketing efforts, and measure the impact of these strategies in real-time, allowing businesses to quickly respond to changing market dynamics and consumer preferences. is to ensure adaptation. However, the essence of modern marketing goes beyond just tools and technologies, it is based on a deep understanding of human behavior and the value of real relationships. Modern marketing strategies are most effective when they are not only technological, but also ethically based, transparent and focused on having a positive impact on society. Modern marketing does more than sell products, it builds better teams, inspires action and promotes progress.

The long-term success of any enterprise depends on the developed strategy. If the company does not have a development strategy and it is developed with one or another error, this situation does not allow the company to take a stable and strong position in the market. Modern science and practice have extensive experience in strategic planning and management, but many strategies still cannot adapt to the changing conditions of the external and internal environment. This shows that not all problems of strategic management have yet been solved, and this situation is primarily related to the development of mechanisms of strategic stability of enterprise development.

Many foreign and local scientists have conducted their scientific research on the development of strategic management of enterprises. In particular, in the works of foreign scientists R.S.Kaplan, D.P.Norton, issues of increasing the efficiency of the enterprise and development of economic activity in the strategic management system have been widely considered. The main views of these scientists are aimed at evaluating the main characteristics of the strategic management system for the enterprise and organization, and its efficiency indicator. In the views of I. Ansoff, in the strategic management system, the study of the prospects of the enterprise and the assessment of the factors affecting them are important. In his opinion, it is necessary for the enterprise to always work with risk, to make forecasts for its long-term activity, and to use the extrapolation method.

In order to consider the strategic management system in enterprises, we must first have an understanding of the strategic plan. A strategic plan is a means of implementing the concept of the organization's target behavior, as well as implementing its strategic complex. The strategic plan has a complex internal structure, reflects the multi-purpose nature of the enterprise's activity and requires the formation of a system of plans and programs. In its composition, the strategic plan is a formalized planning document, which represents the strategic complex of the enterprise specified in separate planning tasks. Necessary components of a strategic

plan are auxiliary plans, programs, estimates, budgets. The means of implementing strategic plans and programs are current and operational plans. The medium-term planning system ensures the determination of the sequence of achieving strategic goals (stages of implementation of strategic plans), taking into account the development prospects of the market situation, the forecasted dynamics of consumer demand and the available resource potential.

The realization of the goals of the enterprise is achieved by satisfying the needs for its products, works and services and, on this basis, ensuring the social and economic interests of the members of the labor team and the interests of the owner of the enterprise's property. Creating an understanding of the enterprise is of significant economic importance. In our opinion, a legal entity that produces and sells products or exchanges products, performs work, provides services based on the use of the property it owns according to the right of ownership or the right to fully manage the economy, in accordance with the current laws, in the conditions of competition and equality of all forms of ownership an independent business entity that carries out its activities is an enterprise. Based on the above, the enterprise has social, economic and political relations with the state, citizens and legal entities during its activities and makes a significant contribution to the sustainable development of the national economy.

Economic reforms on the formation of market relations are aimed at establishing the foundations of a multifaceted economy, and the successful implementation of this process directly involves the development of industrial enterprises at the level of modern requirements. As it can be seen from the experience of the world and the experience gained in Uzbekistan, one of the important features of the economic development of the present time is the fact that the property is becoming popular. It is known that the composition and number of owners in our republic has changed radically, and the sense of ownership of property is being strengthened. Shares of enterprises are put on public sale, increasing the class of owners, increasing the desire of people to own shares. Effective work, increasing public enthusiasm for achieving positive results, and other such important issues, as well as issues that are difficult to solve in this regard, are being solved step by step. This case fully confirms that the management is similar to the essence of the market economy. In the economy, property directly finds its owner, and the organization of management functions plays an important role in ensuring the harmony of interests of people as both owners and workers. Taking into account the above, it should be noted that the positive results of economic activity in industrial enterprises are inextricably linked with the level and quality of management. Therefore, the prospect of clearly defining the strategic directions of management in industrial enterprises, coordinating its structural structure, and establishing an effective management mechanism based on the states specific to the activity of each enterprise remains the main guarantee of development.

In conclusion, it can be said that in order to achieve efficiency in the management of the enterprise, first of all, it is necessary to clearly define the goals of management, as well as the means and methods of achieving it. The production of high-quality and competitive products at the lowest cost ensures maximum profit and avoids crisis and is the main task of every enterprise. All tasks of management should serve this purpose. The efficiency of management is achieved in many ways with the help of mutual relations between the goals set for the enterprise and the tasks to be performed.

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