



THE ROLE OF MANAGEMENT IN INCREASING THE ECONOMIC EFFICIENCY OF ENTERPRISES

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Abstract

In this article, the author has developed the importance of management in today's economy, the possibilities of bringing the art of management to a high level, the role and importance of strategic management, and scientific and practical suggestions and recommendations.

Key words: management, economy, strategic management, management.

Introduction

The main tasks of management are to be able to organize the activities of an enterprise, to be able to see market demand and traditions, linear, official, line-staff management structure, territorial structure, elements of production (marketing, business plan, organization, regulation), motivation, control, accounting, care , planning), the art of management and so on.

Professionally trained specialists with organizational skills and a sense of entrepreneurship can be called managers. At the same time, he must be able to use many scientific methods in practical activities and be creative.

When organizing the management process (organization, technology, planning), a business plan and supply, financing and business plan, pricing and borrowing, etc. must be provided.

Modern enterprises (enterprises, organizations) must select products and purchase resources in order to operate in market conditions. In a market economy, he solves all problems himself, obeying the laws of the market.

Every element of planning and executing a manager's job is subject to some unexpected demands.

When a manager tries to predict the amount of output that will be produced or grown, he must remember that price is a key element of the demand mechanism. To increase the volume of products on the market, it is necessary to reduce the price of products. The market process is difficult to control. It is necessary to know the market mechanism that interacts with supply and demand, pricing and other traditions. Here,





not only the product (service) is important, but also the qualifications of the employees involved in its production (production, service).

Strategic management at an enterprise can be carried out in the form of a linear, official, line-staff, “per-product” organizational structure.

All management tasks in a linear organizational structure are in the hands (position, discretion) of the department head. In the executive structure, the manager specializes in a certain area of activity and is responsible for it. In a linear-staff organizational structure, issues of planning, accounting and control are more competently resolved.

Management in the organizational structure “by product” is more complex; it represents a developed form of the traditional linear-functional structure in the conditions of an automatic enterprise management system.

The content of management reveals its task. Strategic management task: structure of the network economy; its territorial structure; individual elements of products (services). Their specific tasks are marketing, business plan, organization, regulation (adjustment), promotion, control, accounting, propensity, planning, forecasting.

Attention (without bias) must be paid to the structure and content necessary to solve strategic management problems, otherwise effectiveness will decrease.

Management work is related to social, spiritual, economic, pedagogical, professional and other disciplines. Using their recommendations improves the art of management. Thus, in order to understand the nature of strategic management tasks, it is necessary to collectively imagine its relationship with the concepts of categories. On the one hand, economics, market, entrepreneurship, marketing are assumed, and on the other hand, each of these concepts enters the management system as an element of expression of self-selection of appearance and takes on the appearance of a species. together. As a result, an organizational management structure appears.

An enterprise or organization may have developed plans, an appropriate structure, effective transfer of information, installation of modern equipment and innovative technologies. But if the members of the enterprise (organization, enterprise) do not work (are not active) properly, all opportunities will be destroyed. An employee is not a machine; it should be possible to “connect” him to his work. In order for an employee to be effectively managed, he must have professional readiness, desire, sincerity, good appearance, motivation, mood, frustration, i.e. inclination.

Inclination is a set of internal and external driving forces that encourage a person to act, give activity a limit and form, indicate the direction of activity, and determine the path to achieving certain goals.





To understand the description of inclinations, it is necessary to be able to determine such characteristics of activity as human need, intelligence, motivational factors, effort, determination, honesty, and goal focus.

An employee can perform the job with varying levels of effort. Therefore, it can act in different ways. Inclination is a set of forces aimed at causing a person to act at a certain level of action to achieve goals with a certain degree of determination and integrity.

The tilting process consists of the following steps:

- emergence of needs;
- searching for ways to eliminate needs;
- determining a course of action;
- perform an action; take measures to encourage; eliminate needs.

These are the variables. Therefore, there are theories about the content and process of addiction. The content theory of propensities aims to make the human mind act. The tendency process theory expresses the fact that a person acts according to a certain behavior. It is the process of motivating someone to achieve a goal. Needs can be satisfied through incentives. It is necessary to study the mechanism, content, evaluation and decision of promotion. Theories related to the dispositional process include expectancy theory, the theory of ability to set goals, and the theory of participatory management (participation in the activities of the organization).

A group in a strategic management system is two or more people, each of whom simultaneously exerts different influence and feels its influence. Management, at its discretion, creates groups, that is, divisions of the organizational structure of the enterprise (accountants, planning and other departments). These are official groups. Once the formal enterprise (organization, enterprise, corporation) and groups are established, it again becomes a social environment in which employees interact in ways undesirable to the leader. From social interactions, numerous friendship groups and informal groups begin to emerge, all of which take the form of an informal enterprise (organization, enterprise). An informal enterprise is a self-constituted group of people who interact regularly to achieve specific goals.

If any change occurs in the formal enterprise, the informal enterprise will protest. For example, the introduction of new technologies affects groups, their roles and situations change. Changes in which people who notice this become impartial (objective) pose a threat to groups. Management motivates those involved in the decision to reduce resistance. Informal enterprises, like formal enterprises, have their leaders. An informal leader achieves his position, that is, he has and applies a position based on his attitude towards group members. Here there are opportunities to influence employees both as an official leader and as an informal leader.





An informal leader helps achieve the group's goals, implements and strengthens its functioning.

Informal enterprises interact with formal enterprises from time to time, and it is important for managers to understand this.

To manage an informal enterprise, it is necessary to recognize and understand the existence of the informal enterprise, not to intimidate it, but to work with it. It is necessary to listen to the opinions of members and leaders of informal groups; it is useful to draw the right conclusions.

Employees and work teams at an enterprise are formed on the basis of relationships. Economic systems, organizational structures, methods of their work, economic criteria in the management of an enterprise (organization, enterprise, corporation) are formed as a result of the interaction of individuals with each other. The economic and social activities of enterprise employees are interdependent. The content of the interdependence problem: what is the behavior; adding an employee to the scope of the enterprise. An employee's work at an enterprise is a process of constant interaction with the sphere of the enterprise. The employee expects the enterprise to satisfy many of his needs, and the enterprise also expects a lot from the employee.

Each employee can "go through" the process of joining an enterprise (enterprise, organization, corporation) several times in his life. To be in an enterprise, to be its participant, and also to enter an enterprise and remain its participant are not the same thing.

In conclusion, we can say that the successful activity of an enterprise, a priority sign of the enterprise's potential, its strategic views, stages of development as part of the economy ensure its impeccable operation in the following cases. These include:

- main goals of the enterprise;
- using preferred means to achieve the company's goals;
- image of the enterprise;
- principles, rules and regulations of the enterprise as a single organism;
- obligations assumed by the employee;
- includes the standards of behavior necessary for an employee to perform his duties.

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