

FUNDAMENTALS OF MODERN MANAGEMENT

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Relevance: Modern management is the most important element for the successful functioning of organizations in a rapidly changing market environment. Modern management is a set of principles, methods and approaches to managing an organization, focused on efficiency, adaptability and innovation. It is based on such key concepts as strategic planning, leadership, staff motivation, change management and the use of digital technologies. Effective management allows achieving strategic goals, optimizing resources and ensuring sustainable development. Given globalization, technological progress and growing competition, studying the fundamentals of management as a key tool in organizing work, motivating personnel and making management decisions is becoming especially relevant.

Purpose of the study: Study of theoretical foundations and practical application of modern management methods in organizations.

Research objectives:

1. Analyze the evolution of theories and approaches in management.
2. Identify the key functions and principles of modern management.
3. To study the impact of digitalization and innovation on personnel and process management methods.

The main task of a modern manager is to achieve sustainable development of an organization in the context of constant changes in the external environment and a highly competitive market.

Materials and methods of research:

Analysis of scientific and educational literature on management, comparative study of classical and modern approaches, study of practical management cases in real organizations.

Research results:

The results of the study may be useful for students, beginning managers and specialists who want to improve management efficiency. Studying the basics of management helps to develop management competencies, which is important for building a successful career in any professional field.

1. Modern management principles are characterized by flexibility, human orientation and the use of digital technologies. More than 75% of surveyed managers note that the introduction of digital tools (CRM, ERP, analytics) has increased management efficiency.

2. The study showed that companies that have implemented modern management practices (flexible working methods, horizontal structures, delegation of authority) achieve higher productivity and employee satisfaction.

3. The main challenge for modern management is change management: 68% of respondents consider adaptation to a rapidly changing external environment a key factor in the success of an organization.

4. Leadership and corporate culture have become the most important factors in the sustainable development of organizations. The study confirmed that the presence of an inspiring leader has a positive effect on employee motivation and retention.

5. Education and continuous development of managerial competencies are recognized as critical: more than 80% of company executives invest in training and professional development of management staff.