

DIGITAL MANAGEMENT

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ABSTRACT

The article provides new requirements for modern management and examples of digital management. Digitalization and digital management offer new opportunities and challenges. The goal is to increase the efficiency of all enterprise processes, improve working conditions and quality. Digitalization and digital management are an integral part of development and progress

Keywords: Digital technologies, digital transformation, business processes, business adaptation, digital management, project management, data analytics.

INTRODUCTION

Today, the term “digital management” is the subject of research by many authors, both domestic and foreign. There are many reasons for the popularity of this topic - the development of digital technologies in society, support for digitalization by the Government of the Russian Federation as a potential vector for the development of society, a change in the technological structure of large international companies - all this gives impetus to rethinking the theoretical and methodological foundations of management.

Digitalization provides new opportunities for developing the potential of a particular organization: artificial intelligence, Big Data, Data Science, robotization of business processes are designed to improve the process of making management decisions in order to increase their optimality and compliance with the strategic goals of the company. However, new opportunities cannot be used without appropriate adaptation of organizational processes, structure, personnel of the organization, and its corporate culture.

Today, the formation of a new management paradigm is undoubtedly a consequence of technological changes in management. According to research firm Gartner, digital technologies will be able to perform more than half of a manager's functions by 2024. Therefore, it is so important today to have theoretical and methodological approaches for the effective implementation of digital technologies in the daily activities of modern organizations. It is generally accepted in society that digitalization, digital transformation is the introduction of digital technologies (artificial intelligence, cloud technologies, specialized software, etc.) into the activities of an organization or society. Nevertheless, these terms have a more meaningful interpretation. Let's look at some of them.

In the modern world, digital technologies penetrate into all areas of our lives, including management and organization. The transition to digitalization is becoming an integral part of modern management, helping organizations increase efficiency, improve quality and achieve better results. Digital transformation in management offers new opportunities and challenges, requiring managers and organizations to adapt to new technologies and strategies.

In our era of active development of the global information society, a new digital economy is being formed. Digitalization processes penetrate every aspect of business activity, introducing new standards for effective management. Currently, it is necessary to rethink the methods of organizing the activities of enterprises, taking into account the transition to the principles of the digital economy and skillfully adapting to forecasts of the company's future activities. One of the key factors in providing a competitive advantage for any enterprises are systems for effective management of business processes, resources, finances and personnel. These systems should be aimed at integrating innovative technologies, as well as providing a variety of tools and methods for optimizing various business processes. In modern conditions, such systems are becoming a key tool for increasing the efficiency of all processes occurring in an enterprise. In modern conditions, each enterprise is distinguished by a personal organizational and management structure, which allows it to achieve its goals for the organization. Currently, there is no unified approach to the implementation of digital management for all organizations, however, there are practices that allow you to successfully collect and analyze data, monitor and control based on digitalization elements. It should also be noted that modern enterprises are faced with the problems of the lack of modern technologies related to monitoring management decisions, as well as the lack of specialists who can qualitatively develop such software products related to management decisions. It should be noted that the ability to take into account ongoing changes in the environment is also almost impossible to take into account due to the complexity and uncertainty in the external environment. Digitalization provides organizations with opportunities to develop the potential of the entire company; the use of modern technologies for collecting and analyzing data, the so-called Big Data, makes it possible to improve a number of business processes, including those related to making management decisions.

The need to ensure transparency and structure of business processes, take into account changes in the digitalization environment and effectively manage the knowledge and potential of personnel is becoming an important task for modern enterprise management. However, existing legal norms are often inadequate to meet the new challenges presented by the digital economy. The introduction of digital technologies in enterprise management brings significant benefits, such as increased production flexibility due to rapid data processing and the possibility of comprehensive analysis. Digitalization contributes to more efficient adaptation of business processes to innovation and modern requirements of the digital economy, which ultimately improves the quality of all aspects of business activity enterprises. However, for maximum effect, it is important to ensure not only technological, but also legislative readiness for such changes. Uzbekistan has adopted the "Digital Uzbekistan - 2030" strategy, the main goal of which is a widespread effective transition to the digital economy.[1] Factors slowing down digital transformation are identified by experts as key obstacles to innovation. One of the main factors is the shortage highly qualified personnel. A lack of people with the appropriate skills and experience can make it difficult to successfully implement digital projects.

Examples of digital management include:

— Digital Project Management Platforms: These allow you to manage projects, assign tasks, track progress, and collaborate in real time. An example of such a platform is Trello or Asana;

— Digital customer relationship management (CRM) systems: CRM systems help manage and analyze customer information, including contact details, interaction history, sales and marketing activities. An example of such a system is Salesforce or HubSpot;

— Digital data analytics tools: They allow you to collect, analyze and interpret data to make informed management decisions. Examples of such tools are Google Analytics, Tableau or Power BI;

— Digital HR systems: They automate the processes of hiring, training, assessment and personnel management.

Examples of such systems are SAP SuccessFactors, Workday or BambooHR;

— Digital tools for operational process management: They help automate and optimize operational processes such as inventory management, production processes and logistics. Examples of such tools are ERP systems such as SAP, Oracle or Microsoft Dynamics. Digital management plays a key role in modern business, enabling organizations to increase efficiency, improve service quality and make informed decisions based on data. It also helps automate and streamline work, allowing employees to focus on more strategic tasks and achieving company goals. The implementation of digital management in manufacturing enterprises entails the solution of several key tasks.

The authors identified the following tasks:

The first task is to identify all the changes that will occur in the enterprise management system during the transition to the digital economy.

The second challenge is to identify the differences between digital and traditional management.

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