



MODERN TRENDS IN MANAGEMENT AND MARKETING AT ENTERPRISES

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Annotation

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.

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

In modern management theory, people talk a lot about one of the main components of a company's success, one of its resources. A modern approach to innovative development in companies requires a special approach to management and marketing. Organizations in foreign economically developed countries spend a lot of time on learning each new employee. To do this, the company's management instills the spirit of independence in employees from the very beginning, because people need to understand why they are working, and not just what to do. Work should be organized in such a way that each employee clearly understands that he is working in his own interests, not within the framework of the rules. Employees of the organization must understand that their actions are necessary for the entire organization, the leader and the people they have to work with. Knowing the benefits of their actions will help increase labor productivity. Also, they should organize the work in such a way that the managers should make effective decisions in managing the employees and the company should develop. A management decision is a well-thought-out conclusion about taking some action related to the implementation of the organization's goals or abandoning them. Decision-making is the content of management activities.

One or these problems are the object of decision, that is, they are theoretical problems or practical situations characterized by the impossibility of achieving the planned results in the current situation or the existence of a significant difference between them.

To understand the essence of modern management decisions and the requirements for them, to acquire the skills of creating and evaluating management decisions.



Each employee must have the information necessary for the job. A task or project needs to be done better. Thus, making decisions, searching for information, and interacting with the environment allows employees to work more efficiently. This approach increases people's interest in work. Everyone should feel the importance and necessity of their work for the whole enterprise. At the same time, good employees should be encouraged. In this way, you can motivate your team to work and be better, stand out from the crowd, and deliver high-quality work, which is the key to high-quality work productivity. In our time, there is very close competition in almost any field. As a result of deep structural changes and diversification in the economy of Uzbekistan, the competitive environment in commodity markets is changing from year to year. In this regard, the Decree of the President of the Republic of Uzbekistan "On additional measures to further develop the competitive environment and reduce state participation in the economy" and the strategy for the development of competition in the commodity and financial markets in the years 2020-2024 approved by it is a completely new development of the country's economy, in line with the rules of the market economy. stage. In a competitive market, the success of any establishment depends largely on marketing activities.

In accordance with marketing principles, all aspects of the economic activity of a modern enterprise should be planned and implemented taking into account market requirements and consumer needs. It should be said that the great achievements of modern enterprises in the field of production and sales activities, the variety and quality of manufactured goods, their penetration into sales markets, and the creation of production that is optimal according to the scale of operations, are all the result of the use of marketing.

Modern marketing is a complex socio-economic process in market conditions, in which 4 important factors change regularly. They are:

- As a philosophy of interaction and coordination of marketing-entrepreneurial activities.
- As a marketing-management concept.
- As a means of providing an advantage in marketing-competition conditions.
- Marketing as a decision-making method.

The essence of the philosophy of marketing activities consists in the idea that the main focus of entrepreneurial activity and business should be on the consumer. Indeed, the slogan "The consumer is king" is the basis of this philosophy. The acceptance of the company's goods in the market, its recognition by the consumer is the guarantee of the company's success. The main thing in marketing is a two-pronged and complementary approach. On the one hand, it is a comprehensive study of the market, researching the needs, demands, and desires of consumers, and then directing production, and on the other hand, it is influencing the market demand using marketing.

Therefore, in addition to high-quality marketing strategies, you need to use the right approach to managing employees. Sales organizations in Japan devote a lot of time to each employee. When choosing each employee, trade organizations pay attention to appearance, knowledge, level of awareness of different types of goods, and most importantly, training and testing of personnel. At the same time, in order for employees to appreciate their work, entrepreneurs encourage good wages or other types of remuneration. Along with managing employees, 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 conduct social surveys among their customers (users) to evaluate their work and identify their shortcomings. For this, organizations have devoted a lot of time to the survey, devoting individual employees to conducting social surveys. The modern development of Internet technologies (Internet technologies) provides great benefits to quickly and efficiently determine exactly what the consumer needs. Such information is valuable as organizations acquire information electronically and develop consumer-friendly aspects. Internet technologies are a new stage in the development of the digital economy. Internet marketing creates great opportunities in the development of organizations. Especially if a new business just entering the competitive environment with the help of Internet marketing is able to save a large amount of money needed to advertise a new product or service. With the help of Internet technology, more detailed information (video, audio, recordings) can be released and users' (consumers') comments can be recognized immediately, which allows a proper approach to business development. In organizations, management plays a major role in managing employees. Proper management of employees creates great opportunities to achieve a high level of labor productivity.

Speaking of marketing, in today's market, where there is a lot of competition, it is necessary to choose the right strategy for business development. This allows to develop the enterprise and acquire its customers.

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