



MANAGEMENT AS A PROCESS OF PURPOSEFUL AND GOAL-ORIENTED ACTIVITY

Sharifa Gaybullayevna Rasulova

Associate Professor, Jizzakh Polytechnic Institute

Jamshidkhuja Fayzullakhon ugli Isomov

Student, Faculty of Civil Engineering

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ABSTRACT

This article reveals the essence of management as an objective necessity, its role in socio-economic processes, and the importance of goal-oriented management activities in the development of the national economy.

The content and forms of the management process evolve according to the specific stage of societal development. While traditional management methods relied largely on administrative-command approaches, modern management concepts promote approaches focused on economic incentives, motivation, and efficiency. This transformation makes management a more flexible, transparent, and results-oriented system.

A goal-oriented management process is carried out based on clearly defined objectives. Each objective requires specific resources, deadlines, and implementation mechanisms. From this perspective, the planning function in management plays a crucial role. Through planning, future development directions are determined, existing opportunities are assessed, and potential risks are identified in advance.

The organizing function is also essential in the management process, as it involves creating the necessary organizational structure to achieve set objectives. Through organizing, tasks are distributed, responsibilities are defined, and mechanisms for collaboration are established. This ensures the continuity and effectiveness of the management process.

Furthermore, the coordination and control functions hold particular importance in management. Coordination aligns the activities of different units, while control analyzes the execution of established plans and allows for adjustments when necessary. The presence of control ensures that management decisions correspond to actual results.

In a market economy, the efficiency of the management process largely depends on the level of information availability. The implementation of modern information and communication technologies enables management decisions to be made quickly and accurately. Digital management systems simplify data processing, analysis, and forecasting, reducing errors caused by human factors.

The objective necessity of management is also evident in the social sphere. The effective functioning of education, healthcare, employment, and social protection systems is directly dependent on well-considered and scientifically based management decisions. In these areas, goal-oriented management serves to improve population welfare and ensure social equity.

Moreover, adhering to the principles of sustainable development is crucial in the management process. Alongside economic growth, ensuring ecological safety and social responsibility is one of the main tasks of modern management. Therefore, considering the long-term consequences when making management decisions is of significant importance.

In conclusion, management, as an objectively necessary and goal-oriented process, is one of the key factors in the development of society and the economy. An effectively organized management system facilitates the rational use of resources, ensures socio-economic stability, and enhances the competitiveness of the national economy. For these reasons, continuously improving the management system and implementing modern methods and innovative approaches remains one of the pressing tasks of the present time.

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