

## THE ROLE OF INFORMATION TECHNOLOGY IN MANAGEMENT

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### Abstract:

in the current conditions, Information Technology is necessary to optimize the resource management processes available to a modern enterprise. This allows him to carry out his activities more efficiently. The effectiveness and success of the organization depends on the extent to which the information potential of the organization is used in the implementation of the economic activities of the company. The main problem for the manufacturing company is the ability to choose the optimal strategy and adapt to its rapidly developing market. Constant monitoring and analysis of the state and capabilities of the company in the modern market allows you to make the right decisions and effectively manage its economic activities. It is necessary to develop and consolidate the planning system of the company's activities, taking into account its future prospects.

**Keywords:** *Information Technology, modern enterprise, efficient management, technical support, modern market, competition, monitoring and analysis.*

Strategic information management is a prominent feature in the world of information technology (it). Strategic Information Management helps businesses and organizations categorize, store, process, and transmit information they create and receive. It also offers tools to help companies apply metrics and analytics tools in their information repositories that allow them to recognize growth opportunities and accurately define ways to increase operational efficiency. Information technology professionals develop strategic information management systems to automate the management of incoming and outgoing data at the highest level possible. While each company has its own unique it needs, strategic information management systems typically include internal controls that filter, sort, categorize, and store information in easy-to-manage categories. Information management strategic systems are typically tailored to meet the specific needs of each individual company. Incoming and outgoing data can be sorted and interconnected by a wide range of individually defined management and parameters, including the company's business vertical and

horizontal directions, individual customers, demographic status, geographic location, and business functions. Information management strategic systems are broadly categorized, allowing for an acceptable level of organization. Access control can be as tight or sluggish as the client wishes, allowing company-wide access to data bases, or restricting access to data from key employees. User-specific controls can be installed if employees need to have certain information, but management wants to restrict their access to confidential information. The benefits of strategic information management can be felt from the executive level to the level of functional personnel. This can help businesses expand their activities in new directions, set goals, measure performance, and increase overall efficiency. Some of the risks associated with strategic information management systems include difficulties in implementing the program, incompatibility with customer databases, and human errors. As with other IT styles, data protection and information security are a constant problem.

In this case, information is understood as messages covering a situation in one direction or another. Information support is a versatile definition. First, it is a set of interconnected elements built on certain rules and principles, which becomes the only technology that allows you to transform incoming information into optimal forms for use in management activities. Secondly, this information is processed, which is designed to be delivered to the address to meet its need for information. Thirdly, information support should be considered an integral element of automation systems that work instead of providing it in the field of software products, technical solutions, etc. In general, information support is a complex process, acting in dynamics and aimed at providing representatives of the management team with complete information for making objective management decisions. Information support is based on combining a single whole of a scientific and methodological base with existing advanced technical means, which together provide maximum efficiency. In turn, information support in strategic management is understood to fully meet the need for information needed to make management decisions. Ensuring this process is possible only when there is a fully functioning Information System. Active implementation of Information Systems in enterprises is possible only in cases of a certain interest in enterprises and incentives for their use. Otherwise, all attempts to introduce and then obtain the socio-economic effect will fail.

Thus, the implementation of informatization should contribute to the achievement of a specific economic effect or advantage of the enterprise. Such an effect can be determined only by comparing the amount of costs spent on the implementation of the project and the amount of profit from its implementation. In the process of assessing these factors, an analysis of three main components is required: the amount of funds necessary for the functioning of the system, the amount of funds spent in the implementation process, the impact of the created Information System on the value of the main risks of the enterprise. In turn, under the general flow of funds, at the moment and before the implementation of the project, differences in the costs of information support are taken into account, changes in the value of production costs after the implementation of the system, as well as changes in the amount of income received by the company after the implementation of the information system. As practice shows, in the early stages of implementation, it is impossible to assess the real value of the future cash flow with high accuracy. In turn, the overall results of implementation can be determined on the basis of the tasks set in the project implementation process in the field of creating an information system. For example, the introduction of a management automation system into production allows us to talk about an increase in product quality, a decrease in the number of emergencies and emergencies, a decrease in the consumption of raw materials and energy resources, and a decrease in wages. At the same time, the level of safety in production is increasing, where automation gradually replaces manual labor. The implementation of automation processes in the field of financial and economic management is characterized by a decrease in production optimization due to the amount of reserves, unfinished production, increased interaction coordination and production optimization. At the same time, the overall indicators increase by canceling the stage of organizing control over reliability data.

The above results have a positive effect on the activities of the organization, which is significant from the point of view of the strategic management of the enterprise.

The main tasks of management are to be able to organize (be able to) the activities of the enterprise, to be able to follow market demand and tradition, a linear, official, line-based leadership structure, a godly structure, elements of production (marketing, business plan, organization, regulation, promotion, control, accounting, predisposition, planning), the art of management, etc. It is possible to organize as management and say professionally trained professionals with a sense of entrepreneurship. At the same time, he must be able to use most scientific methods in practical activities, it is necessary that there is also a creator. In the organization of the management process (Organization, technology, planning), it is necessary to ensure the implementation of the achievements of scientific and technical development of the business plan and supply, financing and business plan, price adjustment and borrowing, training of management personnel, etc. In the conditions of market relations, modern enterprises (enterprises, organizations) must choose products and purchase resources so that they can operate. It solves all problems in a market economy by itself, subject to market laws. When the manager plans and performs his work, each item comes from some kind of unexpected requirements. When the manager tries to predict the volume of products produced or grown, he should not forget that in the demand mechanism, the assessment is the main element. In order to increase the volume of products on the market, it is necessary to reduce the cost of products. It is difficult to automate the market process. It is necessary to know the market mechanism by which supply and demand interact, the price formation and traditions like it. It is not just the product (service) that matters here, but also the skills of the employees involved in its production (cultivation, service). Strategic management within an enterprise can take the form of a linear, official, line-by-line, "product-by-product" organizational structure. All tasks of Management in a linear organizational structure are in the hands (in the task, at the disposal) of the division manager. In an official structure, the manager specializes in and responds to a specific area of activity. In a linear-staff organizational structure, planning, accounting and control issues are more competently solved. Management in the organizational structure" by product" is much more complex, it is a developed form of a traditional linear-functional structure in the conditions of an automatic system of enterprise management. The content of the management opens its function. Strategic task of management: the structure of the network economy; its territorial structure; separate elements of production (service). Their specific tasks are: marketing, business plan, organization, regulation (adjustment), promotion, control, accounting, inclination, planning, forecasting. Attention should be given (impartially) to the content and content necessary for the strategic tasks of management, otherwise the effect will decrease. The labor activity of management is associated with social, mental, economic, pedagogical, professional and other-other disciplines. The use of their recommendations increases the art of management. Thus, in order to understand the nature of the strategic tasks of management, it is necessary to jointly imagine its relationship with the categories of concepts. Assuming, on the one hand, the likes of economics, market, entrepreneurship, marketing, on the other hand, the appearance of each of these concepts in the expression of self-selection enters the management system as an element and merges and takes the appearance of the form. As a result, the organizational structure of management appears. At an enterprise, or organization, plans can be developed, a purposeful structure, effective information transmission, the installation of modern equipment and equipment, innovative technologies. But if the members of the enterprise(organization, enterprise) do not work as much as they need (do not operate), then all opportunities are eliminated. Let the employee is not a car, it can be "connected" if the case is needed. In order for an employee to be effectively managed, he must have qualification readiness, desire, compassionate disposition, good looks, incentive, mood, frustration, that is, predisposition. Predisposition is the sum of internal and external driving forces that motivate a person to activity, giving a limit and form to activity, indicating a direction to activity, intended a way to achieve certain goals. To understand the description of predisposition, it is necessary to be

able to identify such descriptions of activities as the human need, cause, motivating factors, attempt, determination, honesty, focus on some purpose. One job can be performed by an employee, with all sorts of effort. So it can act differently. Predisposition is the sum of forces aimed at forcing the activities of a person, at a certain level of action, achieving goals with a certain degree of perseverance, honesty. The predisposition process and consists of the following steps:

- the emergence of needs;
- search for ways to eliminate needs;
- determining the direction of action;
- perform action;
- to carry out an action to be able to stimulate;
- elimination of needs.

These are variable. For this reason, there are theories regarding the content and process of predisposition. The theory of the content of predisposition is aimed at forcing the human mind into activity. The theory of the predisposition process expresses the fact that a person acts for a certain behavior. In doing so, it is the process of motivating someone to achieve the goal. Needs can be met with incentives. The mechanism, content, assessment, solution of the incentive should be studied. Theories regarding the predisposition process include expectation theory, goal-attainment theory, partisan theory of management (engaging in organizational activities with interest). A group in a strategic management system is two or more people, each of whom has a different influence at one time and also makes its impact worse.

Management voluntarily creates groups, that is, units of the organizational structure at the enterprise (accountants, plan and other departments). These are official groups. As soon as a formal enterprise (organization, Enterprise, Corporation) and groups are created, it again becomes a social environment, in which employees of instructions, which the leader does not want, interact. From social interactions, many friendly groups, informal groups begin to appear, all of which take the appearance of an informal enterprise (organization, enterprise) as one. An informal enterprise is a group of self-arising people, in which the achievement of certain goals regularly interacts. An informal enterprise shows profitability if a change is made in the official enterprise. For example, the introduction of new technology will affect groups, change their positions, status. The changes that those who perceive this will be impartial (objective) pose a threat to the groups. Management encourages participants in the adopted solution to reduce resistance. Informal enterprises, such as those in a formal enterprise, will have their own thanks. The unofficial rahnamo achieves its status, that is, it gives and applies a career in its attitude to the members of the group. It is here that opportunities arise to influence employees, such as the official Enterprise Certificate of an informal charter. Informal compassion helps the group achieve its goal, applies and strengthens its functioning. Informal enterprises are a formal enterprise, with which they interact from time to time, it is important for managers to understand this. To manage an informal enterprise, it is necessary to recognize and understand the existence of an informal enterprise, working with them, rather than intimidating them. The opinion of members and members of informal groups should be heard, it is useful to draw a correct conclusion. Employees and labor teams at the enterprise are formed from interaction. Economic systems in the management of an enterprise(organization, Enterprise, Corporation), organizational structures, methods of their work, economic criteria are formed from the interaction of individuals with one another. The economic and social activities of employees at the enterprise will be interconnected. The content of the problem of interdependence: what is the behavior; the addition of an employee to the enterprise program. The work of an employee at an enterprise is a process of constant interaction with his enterprise. While an employee expects to meet many of his needs from the enterprise, the enterprise expects a lot of work from the employee.

Each employee can “start” the process of entering an Enterprise(Enterprise, organization, corporation) several times in his life. Being in an enterprise, being a member of it and entering an enterprise, remaining a member of it does not mean the same thing. The successful work activity of the enterprise, the priority sign of the potential of the enterprise, its strategic vision, the stages of development as a component in the structure of the economy ensure its perfect movement in the following situations.

These include:

chief objectives of the enterprise;

the use of preferred tools for the enterprise to achieve its goals;

prestige of the enterprise;

principles, rules and norms in the functioning of the enterprise as a whole;

the obligations that the employee receives;

includes the ethical standards necessary for the employee to fulfill his duty.

In the context of tight market competition, the marketing of new products can only be successful if there is a complete action plan, since Market Relations provide a high level of rigor. Availability in the market is possible provided that you constantly monitor the external situation, including the value of consumer demand, the volume of supply in the market, indicators of production profitability, the size of production costs, the price level, the volume of competition, etc. As a result, it can be said that production and economic activity are under the constant influence of a large number of factors that change over time. On the basis of this, it is required for any economic entity to establish a clear character of production and activities in the social sphere, that is, to draw up an action plan at certain intervals. All this suggests that in a market economy, planning not only does not lose its role, but also acquires new features, becoming an integral part of the management system. The need for comprehensive planning in the market depends on several key factors. Among them:

Public orientation of production activities;

Application of a complex system of communication between participants in market relations;

The need to rationalize industrial proportions;

The minimum ability of the market to self-regulate, especially in times of crisis;

Management of the state as a full-fledged subject of relations in the economy.

Strategic planning and management is the basis of the activities of any organization, regardless of the profile and form of ownership. On the basis of the development strategy, it is possible to choose ways of development, specify the first and auxiliary tasks. The goal of the strategy is to strengthen the position of the organization in the market, to have competitive advantages. But for an organization, it is important not only the fact of the existence of a development strategy, but also the quality of the strategy, not only walking the intended path, but also the ability to change it when external influences change. The leader, as well as the board of directors, must take into account various factors that can have a short and long-term impact on the activities of the organization in the development of the strategy. To reduce the volume of manual calculations, various mathematical models and software tools are used to analyze the situation, determine the best ways to achieve goals and minimize risks. Equally important software allows you to calculate the budget necessary for the implementation of each strategy, taking into account the inflation component. Strategic planning provides the basis for all management decisions. The functions of organization, motivation and control are aimed at developing strategic plans. All subsequent management decisions are based on the development strategy adopted for implementation.

In conclusion, I can say that in management, the friendly interface of user work using modern Information Technologies-personal computers and telecommunications-is information technology. The use of modern abortive technologies in the economic sphere ensures an increase in the quality of Economic Information, its accuracy, objectivity, agility and, as a result, the possibility of timely adoption of management piracy. Automation of management activities leads to the emergence of the "electron office" concept, which carries out the processing, storage and search of information based on the new information technology.

As a result of the application of modern Information Communication Technologies in management, enterprises increase the efficiency of management activities, they use information on the market in a timely manner fully and accurately. The transmission of information in the activities of commercial structures, consisting of a complex of interconnected large number of enterprises, is considered the first-level and invariable factor of the normal functioning of this structure. The speed and reliability of information plays an important role in this. For many enterprises, the internal internal system of axborts solves the tasks of the organizational and technological process and has a productive nature. This applies, first of all, to the process of providing the enterprise with copied products, which falls from specialized enterprises through the channels of the domestic enterprise. there, Information plays an important role in providing information for management decision making, and is one of the factors that ensure that production costs are reduced and its effectiveness is improved. Information about the occurrence of deviations from plan indicators plays an important role in the production process, which requires rapid (operational) decision-making. The role in appropriate decision-making is played by scientific and technical information, which includes new scientific knowledge, information about discoveries, technical innovations in its own enterprise and competing enterprises. It consists of practical and timely use of potential knowledge, technical tasks and a common fund that is continuously replenished, ensuring a high level of competitiveness at the enterprise.

It serves as the basis for the development of information and, accordingly, the preparation of lectures, reports, proposals for making decisions. The content of each concrete information is determined by the needs of the management branches and the elaboration of development decisions. The main goal of economic reforms in our country today is to create and improve the national management system, which is unique to us with an analysis of the experience of management systems of developed countries. Currently, our country is gaining its share by exporting competitive products to world markets. Therefore, our enterprises need to improve the FAO of Management in order to study the processes of sales of products in the market, advertising and other market relations. To improve management activities, it is necessary to effectively use modern Information Communication Technologies. As a result of the effective use of modern Information Communication Technologies, having reliable information in management activities, it is possible to clearly define the future hatti Harkats. Based on the results of the higher study, we give the following suggestions:

- creation of a program for providing information communication technologies at enterprises;
- improvement of the activities of information departments in enterprises;
- providing management departments with modern Information Communication technologists in the activities of enterprises;
- training of personnel analyzing the necessary information;
- mastering the experiences available in the modern management practice;
- selection of quality personnel working with contemporary information technologists;

To implement the above, enterprises management activities should be provided with modern information communication technologies and qualified specialists.

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