



FUNDAMENTALS OF STRATEGIC MANAGEMENT OF ENTERPRISES IN SUSTAINABLE DEVELOPMENT OF THE NATIONAL ECONOMY WITH A SCIENTIFIC APPROACH

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One of the important conditions for the current development of the Republic of Uzbekistan is the modern application of innovative technologies in the management of all sectors of the economy, social and other areas, making wide use of scientific and technical achievements.

Currently, our country is undergoing reforms aimed at renewing all spheres of state and social life. To achieve this, it is important to find solutions to improve public administration based on new ideas and innovations. A rational policy in the management system is crucial, considering the rapidly developing times.

Innovation is an important driver of progress, and it is essential to keep up with the latest developments and technologies in order to ensure that our country continues to advance. By implementing reforms based on modern and innovative ideas, we can work towards becoming a leader in world civilization.

As businesses operate in an ever-changing external environment, it is important to continuously improve their entire management system, use modern management methods, and effectively utilise ICT in information exchange systems. This enables businesses to become open systems that are adapted to competitive market conditions, utilizing more innovative and strategic management methods.

The term 'strategy' in the philosophical encyclopedia refers to a form of organizing human relations that takes into account the challenges and obstacles that may impede the achievement of opportunities, prospects, means, interactions, and influence of the subjects [1].

In scientific literature, strategy is commonly defined as a general plan aimed at achieving a main goal, which involves determining how to utilize limited resources [2].

The concept of business strategy refers to a set of decisions that have long-term and irreversible consequences on the enterprise and organization [3].

The term 'Strategic management' was first used in the United States of America during the second half of the twentieth century to distinguish and define the level of management in enterprises. According to scientific literature, strategic management is typically performed by top-level management in these enterprises, while day-to-



day management is carried out at the production level. It may be necessary to distinguish between these terms due to changes in the business environment. According to scientific analysis results, it has been suggested that Igor Ansoff, an American scientist, may be considered as one of the pioneers of strategic management ideas in enterprises [4].

Our focus of consideration will be on the definitions of the founders of the field of strategic management theory, D. Shendel and K. Hatter, as outlined in reference [5]. Both authors believed that strategic management involves the process of assessing the organization's relationship with the external environment. The aim of this process is to establish effective communication with the environment by allocating resources to achieve predetermined goals. This approach enables the organization and its departments to operate efficiently. According to D. Higgins [6], strategic management is a management process that aims to achieve an organization's mission by managing its interaction with the environment.

The methods of system analysis, comparative analysis, and comparison of factors influencing the innovative development of strategic management of enterprises operating in economic sectors were used to study the results of our scientific research [7].

Nowadays, strategy is one of the important conditions and features of effective business. The results of practice show that in a modern competitive environment, not a single enterprise can achieve successful activities without a clear goal and without the use of innovative technologies in management [8].

It can be suggested that the economy of our country is developing based on digital technologies, as evidenced by the use of innovative management methods. When defining the concept of 'strategy' in strategic management at the enterprise level, it is suggested that enterprise strategy is a comprehensive management plan that includes a mixture of business organization and competition methods aimed at achieving organizational goals. This is known as strategic management, which involves the process of strategy development and implementation at the enterprise level.

According to the results of the analysis and scientific research, it can be stated that strategic management of enterprises involves the process of setting goals, developing a strategy, and organizing its implementation. It is worth noting that this process also encompasses the formation of enterprise management.

The main advantages of applying strategic management in practice at the enterprise level are as follows:

- The essence of strategic management is the formation and implementation of an enterprise's development strategy based on constant monitoring and evaluation of changes in its activity. This is done in order to survive in an unstable external environment and maintain the ability to work effectively.



- focusing all the company's resources on the implementation of the general strategy.

The development of strategic enterprise management innovation is associated with innovative entrepreneurship. Innovative entrepreneurship refers to the process of creating technical and technological innovations and utilizing them for commercial purposes.

Based on the analysis above, the strategic management of enterprises can create opportunities for businesses in the future.

1. Product renewal, i.e. renewal of the enterprise's marketing potential, ensuring the viability of the company, increasing profits, expanding the market share, retaining and increasing the number of customers, strengthening the independent position and reputation, creating new jobs, etc.

2. The process of introducing technological innovations, i.e. modernizing production capabilities to increase labour productivity, save energy and raw materials, and ultimately increase company profits, while also ensuring safety, protecting the environment, and effectively using information systems.

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