



INCREASING MANAGEMENT EFFICIENCY IN FOOD INDUSTRY ENTERPRISES

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Abstract: The purpose and tasks of increasing management efficiency in food industry enterprises are revealed in the article. The indicators of the efficient management were analyzed. Forecasting of food industry status indicators in business entities is justified.

Key words: innovation, company, mechanism, effectiveness, managerial, intellectual, digital, innovative, entrepreneurial potential, investment, market.

Nowadays, the importance of management strategy in the practice of food industry enterprises is increasing. This is due to the expansion of their production potential and the increased level of responsibility for their economic situation. The quality of modern management determines the efficiency of enterprises. Therefore, attracting the most modern equipment and technologies to food industry enterprises is considered one of the priority tasks today. Modern science and practice has a great experience of strategic planning and management, but many strategies still cannot adapt to the changing conditions of the external and internal environment. This shows that not all problems of strategic management have been solved yet, and this situation is primarily related to the development of strategic management mechanisms.

Analysis of literature on the topic. The theoretical foundations of enterprise management and the issues of improving their organizational and economic mechanism are reflected in the scientific works of P. Druker, K. Gerasimov, O. Gorb, I. Yasnolob, N. Protsiuk [1, 2,3] and other researchers in foreign countries. In the views of these scientists, the main focus is on assessing the main features of the strategic management system for the enterprise and organization, its effectiveness. In M. Porter's approach, the role of innovations in the development of companies, the features of their application, the continuous introduction of only innovations for the sustainable development of the company, and the impact of innovation on the achievement of competitive advantage of companies have been researched. In the scientific approaches of I.O.Ulashev, Sh.A.Atamuradov, issues such as the problems of the management mechanism of enterprises, proposals for their solution, management methods, choosing the optimal option in management, and evaluating the effectiveness of management are highlighted[4]. Despite the conducted scientific research and developed scientific-theoretical research, the issues aimed at evaluating the factors affecting the development of today's globalization and economic activity have not been systematically covered.

Research methodology. In order to ensure the growth of our national economy in the current conditions, it is important to develop a methodology for evaluating the managerial, intellectual, digital, innovative and entrepreneurial potential of food industry enterprises. In particular, science, education, innovation, and information communication systems are gaining importance in increasing management efficiency and ensuring competitiveness in food industry enterprises. As the modern management strategy in the enterprise is characterized by the widespread introduction of innovative digital technologies,

35	<p>ISSN 2319-2836 (online), Published by ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW., under Volume: 13 Issue: 01 in January-2024 https://www.gejournal.net/index.php/APJMMR</p> <hr/> <p>Copyright (c) 2024 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/</p>
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technological modernization processes related to the improvement of production in food industry enterprises are becoming the main factor of ensuring the economic growth of the enterprise.

Analysis and results. We believe that it is appropriate to pay attention to the content of the concepts of efficiency and management strategy before analyzing the methods of evaluating the effectiveness of the innovative management strategy of food industry enterprises. According to the analysis, the concept of effect is derived from the Latin word "Effectus", which represents the final result of any action. The concept of efficiency, as an economic category, describes the relative indicators of achieving the intended goals. In most cases, in the practice of enterprise management, the evaluation of its effectiveness is based on the ratio between the results achieved and the costs. Also, in the systematic approach of evaluating this indicator, expected and achieved results are compared [5]. The methods of evaluation of the efficiency indicator mentioned above are used in the evaluation of the efficiency of various socio-economic processes. They are also easy to use.

According to our analysis, the practice of evaluating the management activity of food industry enterprises can be implemented in different ways depending on the management entity and its purpose (Table 1). Based on the analysis of the objectives of the evaluation of management activities of food industry enterprises by management subject, it was determined that the whole country's economy can be moved to the path of innovative development by developing the practice of innovative management of a certain enterprise in the national economy network. In the conditions of competitive market economy, due to the strong desire to obtain high profit in the market by enterprises operating in the market, cumulative effect is achieved due to the introduction of innovative management practices by competing enterprises. Economists have conducted a number of scientific studies aimed at dividing the performance indicators of food industry enterprises into different groups based on the organization of innovative management strategies. In particular, in the first stages of the formation of innovative management theories, it is based on the possibility of achieving economic, scientific and technical and social efficiency as a result of the innovative management of the enterprise. Later, as a result of global climate change, environmental efficiency indicators of introducing innovations into the production process of products (goods and services) began to be evaluated.

Objectives of evaluating the management efficiency of food industry enterprises

Management entity	Purpose of evaluation
Enterprise	Evaluation of indicators of economic effectiveness of innovative projects implemented in accordance with the programs and strategies of food industry enterprises for innovative development; Evaluation of the impact of innovative projects introduced in the management operations of food industry enterprises on its competitiveness indicator; Selection of innovative projects that are planned to be put into operation by food industry enterprises in accordance with the limited innovative resources owned by the enterprise.
State management bodies	Ensuring the expediency of subsidizing operations for financing innovative projects; To put the country's economy on the path of innovative development by providing preferences aimed at supporting the development of innovative activities of enterprises by the state
Company competitors	Identifying the innovative projects planned to be introduced by food industry enterprises that are different from the innovative strategies of other



competing enterprises and the innovative projects implemented in them, as well as identifying the advantages.

Counterparts of the enterprise in the market by finding suitable partners for the implementation of an innovative project by evaluating the innovative potential of food industry enterprises

Investment organizations Formation of capital investments for the innovative activity of the enterprise within the established periods based on the analysis of the investment efficiency indicators of the food industry enterprises where the innovative project is implemented.

According to our analysis, it is relatively easy to evaluate the economic and scientific-technical efficiency indicators of the management of food industry enterprises due to their material importance, which is based on the change of resource supply and result indicators of the implementation of the innovative project. Also, the assessment of the social and environmental performance indicators of the management of food industry enterprises is somewhat complicated, and since these indicators are intangible, they are evaluated with changes in quality indicators.

Conclusions and suggestions. In conclusion, it can be said that in order to achieve high efficiency in the management of food industry enterprises, first of all, it is necessary to clearly define the clearly developed goals of the management strategy, as well as the means and methods of achieving it. Production of high-quality, affordable and competitive food products at the lowest cost ensures maximum profit, prevents the enterprise from going into crisis, and is the main task of every food industry enterprise. All tasks of enterprise management should serve the realization of this strategic goal. Effectiveness of management is largely achieved with the help of mutual relations between goals and tasks to be performed by food industry enterprises.

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