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About Management in the Economy as Well as Non-Profit Organizations

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Abstract: In recent years, the use of digital technologies has been growing rapidly, their role is constantly increasing compared to other types of technologies. The increasing role of information is changing economic structures in such a way that we can talk about the formation of a new economy - the digital economy. The article draws on the conclusion that in the context of the digital economy, the cost management model can change to the technology efficiency management model. So, the main source of economic growth will be not only innovative development, but also the search for more efficient innovative technologies. In the digital economy, technology will be available to almost everyone, so the key to success will be new models of Digital Technology Management, which will allow operational regulation and modeling of the future opportunities and threats of each member of the state, business and society.

Key words: management, intellectual resources, intellectual resource management, digital economy, components of the management system, digital economy, management.

In our country, comprehensive measures are being implemented for the active development of the digital economy, the widespread introduction of modern information and communication technologies in all sectors and industries, above all in public administration, education, health and agriculture.

In the context of the globalization of the world economy and the development of technologies, the economic development of Uzbekistan cannot be achieved without the development of a digital economy. In developed countries, the introduction of the digital economy has already been introduced.

The process of digitalization, which is currently undergoing an accelerated process, has created a "new economy", this market segment, which is taking a deep vein day by day, provides manufacturers with optimal ways to organize effective marketing companies in business, at a minimum cost, Get Maximum Profit, successfully sell goods and services, creating quality service, convenience to the consumer. [1]

The digital economy is an economic activity based on digital technology, linked to e-business, e-commerce, producing and providing digital goods and services, in which calculations for Economic Service and goods are made through electronic money. The concept of the digital economy is based on the transition from Atom to bit, that is, from chemical smallest particle to electronic unit.

The digital economy allows to increase the efficiency of work of large industrial facilities, grow production, ensure transparency of activities, reduce the cost of products. According to the results of analyzes carried out by reputable international organizations, the digital economy will increase the gross domestic product by at least 30 percent, therefore, at the same time, it will end the hidden economy. The fact that the state provides electronic services for its citizens and offers electronic products is a key part of the digital economy. The widespread development of this area in our country will end the vices of corruption. [7]

It is known that during the last years of our country, influential and therefore important advocates of increasing the role and importance, social activity of NGOs and other institutions of civil society in the implementation of democratic changes in all spheres of life of society are seen.

More than 200 regulatory legal acts have been adopted aimed at improving the effectiveness of the activities of NGOs, creating the necessary institutional framework for their comprehensive support. [2]

It is known that in modern states, the government has an influence on separately obtained citizens through the means of social groups to which they belong. Because there must be a force that encourages social groups to unite and act. Of course, this power must be organized by their interests. While interests manifest as the interests of individual social groups, members of these groups may not only be members of the same group in question, but may also be members of other social groups at the same time. This is because each social stratum itself is divided into several subgroups, which differ from each other in qualifications, what kind of training it is occupied with, and other social signs. It can be seen from this that each team member can be a member of the first team at work and the second team at leisure.

Socio-economic changes in the modern economy in Uzbekistan lead to the formation of market relations, the expansion of existing forms of ownership and economic management, the importance of the country's place and role in the economic sphere, the formation of a digital economy and the intellectualization of the work of enterprises.

Therefore, intellectual resources occupy the main place in the activities of enterprises. Intellectual resources have become one of the main areas of transparent competition, in which all subjects of economic activity - from small firms to large corporations-are also involved. This situation predetermines how effective management of intellectual resources plays a role in the economy in the conditions in which the digital economy is being formed today. The study of various approaches to the identification of intellectual resources made it possible to form a definition of the category of intellectual resources and made it possible to develop a model of the structure of intellectual resources of an enterprise. According to this model, intellectual resources are the following components that ensure the growth of the competitiveness of an enterprise: human, organizational, consumer or client. The division of intellectual resources into such components is due to their role in ensuring the competitiveness of the enterprise. [3]

In recent years, the leading countries of the world economy are actively discussing the upcoming Fourth Industrial Revolution, which is often called Industry 4.0. The term was first coined at the 2011 Hanover Messe and used to describe the process of radically changing global value chains through innovative, fully automated manufacturing technologies. PricewaterhouseCoopers (PwC) defines the Industry 4.0 concept as: digitization of products and services; digitization and integration of vertical and horizontal value chains; digital business models and customer access. In fact, we are talking about the mass implementation of cyber physical systems (Cyber – Physical Systems-CPS) on the basis of the Internet of Things (Internet of Things – IoT), self-regulatory plants of printed electronics in three-dimensional printing (3D). , large – scale data (Big Data) and the widespread introduction of artificial intelligence technologies (Artificial Intelligence-IA) not only in the production of material goods, but also in almost all spheres of society and individual life, including in its work, life and Recreation.

This is a necessary condition for the digital revolution, in which all of the digital technologies that are closely related to each other are ripening before our eyes, and more precisely, digital technologies determine its important characteristics, so we can conclude that the world is entering the digital age. Klaus Schwab, president of the World Economic Forum in Davos, was the first in the world to give a general description of the industry.

The content of the management model is largely determined by the behavior of the subjects of management. In the context of a technologically developing economy, the systematic description of production management models does not exist in principle, and the scientific literature has so far mentioned models and their variations, which makes the problem of creating their evidence-based classification and factors relevant. evolutionary transformation. [4]

Non-profit organizations in general are a legally justified social concept, occupying an intermediate place in the system of Public Associations on a large scale. By taking an intermediate place, the fundamental basis of all public associations is partially adjacent to non-profit organizations. For example: in the structure of a trade union and a political party, which is a type of public union, the commonality of interests and goals of its citizens is put in the initial place. NGOs are considered one of the main goals that individuals and legal entities represent and protect their rights and legitimate interests.

"Non-profit organizations have different responsibilities. But one of its main tasks is to articulate the interests of different social groups and strata, that is, to unite the individual interests of people, similar to each other, within the framework of a common goal or interests". In this regard, the opinion expressed about NGOs can lead to the fact that its task is limited to the fact that it is carried out only within the framework of a group of individuals. Joining this idea can create some uncertainty. After all, NGOs should study the needs of the whole society, serve them and carry out the tasks that they set for themselves. [5]

Human resources-the sum of knowledge and organizational resources, formed at the level of an industrial enterprise and reflecting the characteristics of human resources, represent the accumulated intellectual property and market assets; consumer or client resources contribute to ensuring a modern level of management at the enterprise, characterize Corporate Communication and interaction systems, expressed in the ever-increasing importance of intangible and invisible soft factors.

In our opinion, in order to carry out the above-mentioned tasks, non-profit organizations should know the art of increasing professionalism, gaining experience in the field in which they work, attracting various working methods, models and tools. For the effective development of a non-profit organization, it is necessary to strengthen cooperation between the state, business and non-profit organization, as well as within the movement. [6]

Now, old and new companies around the world that use computers to create new services and business models are creating strong competition for companies that are leaders in most areas. According to forecasts, in the coming years, macroeconomics is expected to be strongly dependent on manufacturers who rely on the criteria of "lean production", additiv, nano and biotechnology. In this regard, the scale of information considered necessary for rational management will also increase, while the structure of production and citizens ' dialogue, management of business and government bodies will undergo significant changes.

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