

Modern Trends in Management and Marketing

*Rayimov Maruf Abdurashidovich*¹, *Mirzakhadjayeva Shaxzoda Shuxratovna*²

Abstract: This article highlights the role and importance of modern trends in management and marketing in enterprises, The data are compiled on the basis of author's observations and analysis of foreign literature.

Key words: Marketing, management, resource, personnel, manager, labor productivity, organizations, enterprise, Internet technologies.

In modern management theory, there is a lot of talk about the fact that people are one of the main components in the success of a company, one of its resources, In companies, a modern approach to innovative development requires a special approach to management and marketing.

In foreign economically developed countries, organizations devote a lot of time to studying each new employee, To do this, from the very beginning of work, the company's management instills in employees a spirit of independence because people must understand why they work, and not about what exactly needs to be done, It is necessary to organize work so that each employee clearly understands that he is working in his own interests, and not within the framework of the rules.

Employees of organizations must understand that his actions are necessary for the entire organization, for the leader and for the people with whom he needs to work, Awareness of the benefits of your actions helps to increase productivity, It is also necessary to organize work in such a way that people can think, make decisions, and develop, Each employee must have the information necessary for their work, If necessary, you need to interact with others, ask if something causes difficulties in the process of work¹, This is necessary to better complete a task or project, Thus, the ability to make decisions, search for information, and interact with the environment allows employees to work better, This approach increases people's interest in work, Everyone should feel their importance and the necessity of their work for the entire enterprise.

At the same time, good employees need to be rewarded, This way you can motivate your team to work and become better, stand out from the rest and show high-quality work, which is the main factor in high-quality labor productivity, Nowadays, in almost any field there is quite close competition, Therefore, in addition to quality marketing strategies, you need to take the right approach to personnel management, In shopping

Japanese organizations devote a lot of time to each employee, When choosing each employee, trade organizations pay attention to appearance, education, the level of information about different types of goods, and most importantly, to improving the qualifications of employees and testing them, At the same time, in order for employees to value their work, entrepreneurs encourage them with good wages or other types of remuneration

In addition to human resource management, organizations try to operate and provide high-quality services, To do this, you need to understand what quality is and what approach the buyer needs.

Typically, many organizations, in order to evaluate their work and identify their disadvantages, conduct social surveys among their customers (users), For this purpose, the organization devoted a lot of time to the survey, and allocated individual employees to conduct social surveys, The modern development of

¹ Samarkand State Architectural and Civil Engineering University

² Samarkand State Architectural and Civil Engineering University



IT (Internet technology) provides enormous privileges to quickly and efficiently find out what exactly the consumer needs, Such information is valuable because organizations can receive information electronically and develop those aspects that the consumer does not like

IT (Internet technology) is a new stage in the development of the digital economy, Internet marketing provides enormous opportunities for the development of organizations, Especially if a new enterprise that is just entering a competitive environment with the help of Internet marketing can save huge amounts of money, which is required for advertising a new product or service, With the help of IT (Internet technology), you can release more detailed information (video, audio, captions) and immediately recognize comments from users (consumers), which makes it possible to take the right approach to business development

Conclusion: In organizations, management plays a major role in personnel management, Proper personnel management provides enormous opportunities to achieve a high level of labor productivity.

Speaking of marketing, in today's market, where there is a huge competitiveness, you need to choose the right development strategy entrepreneurship, This makes it possible to develop the enterprise and have its own consumers

Literature used

1. O'zbekiston Respublikasi Prezidentining 2020 yil 27 noyabrdagi "O'zbekiston Respublikasi qurilish tarmog'ini modernizatsiya qilish, jadal va innovatsion rivojlantirishning 2021 — 2025 yillarga mo'ljallangan strategiyasini tasdiqlash to'g'risida"gi PF-6119-sonli Farmoni, www.lex.uz.
2. Komilova Mukammal Shavkatovna Abdixoliqov Jamshid Abdixalilovich, "USE OF MARKETING STRATEGY AS A FACTOR OF INCREASING THE COMPETITIVENESS OF CONSTRUCTION ENTERPRISES." International journal of advanced research in education, technology and management 2.3 (2023).
3. Komilova, M, Sh, "O'ZBEKISTONDA INVESTITSIYA SALOHİYATINI OSHIRISH YO'LLARI." Евразийский журнал академических исследований 2.3 (2022): 575-584.
4. Sh, Komilova M, "RAQAMLI IQTISODIYOTNING TIZIMLI RIVOJLANISHIDA BOSHQARUV USLUBLARINING O'RNI." Journal of marketing, business and management 1.5 (2022): 53-57.
5. Жуманов, Ш, Н., М, Ш, Комилова, and А, Х, Ташимов, ""МАРКЕТИНГ" ФАНИНИ ЎҚИТИШДАГИ ИННОВАЦИЯЛАР ВА ИЛФОР ПЕДАГОГИК ТЕХНОЛОГИЯЛАРИНИНГ АҲАМИЯТИ." Экономика и социум 4-1 (107) (2023): 586-589.
6. Komilova, Mukammal Shavkatovna, and Jamshid Abdikhalilovich Abdikholikov, "THE ROLE OF EMPLOYEES IN ENSURING THE LABOR POTENTIAL OF ENTERPRISES." Academic research in educational sciences 3.11 (2022): 481-484.
7. Shavkatovna, Komilova Mukammal, and Shernazarov Temurbek Tulkinovich, "IMPROVEMENT OF ACTIVITIES OF HOUSING AND UTILITIES IN THE REPUBLIC OF UZBEKISTAN." World Bulletin of Management and Law 22 (2023): 25-27.
8. Shavkatovna, Komilova Mukammal, and Abdixoliqov Jamshid Abdixalilovich, "THE ROLE OF EMPLOYEES IN ENSURING THE LABOR POTENTIAL OF ENTERPRISES." IJTIMOYIY FANLARDA INNOVASIYA ONLAYN ILMIIY JURNALI 2.12 (2022): 135-137.
9. Musakulovna, Rakhmonova Feruza, Komilova Mukammal Shavkatovna, and Shernazarov Temurbek Tulkinovich, "USE OF MARKETING CONCEPTS IN THE ACTIVITY OF ORGANIZATIONS IN THE CONDITIONS OF FORMING AN INNOVATIVE ECONOMY." World Economics and Finance Bulletin 17 (2022): 55-56.
10. Shavkatovna, Komilova Mukammal, and Olimova Lola Erkinovna, "WAYS OF EFFICIENT USE OF LABOR RESOURCES IN THE COUNTRY." World Economics and Finance Bulletin 7 (2022): 85-90.



11. Buriev, Khakim, Ravshan Kurbanov, and Maruf Rayimov, "PRODUCTION AND TECHNOLOGICAL PROCESSES IN CONSTRUCTION." *International Bulletin of Applied Science and Technology* 3.6 (2023): 1521-1525
12. Shavkatovna, K, M., & Bakhtiyarov, I, S, (2024), WHAT IS THE EFFECT OF GLOBAL ECONOMIC CHANGES IN THE WORLD ON THE ECONOMY AND WHAT IMPORTANT MEASURES NEED TO BE TAKEN?, *Multidisciplinary and Multidimensional Journal*, 3(1), 43-48.
13. Norboyevich, J, S., & Shavkatovna, K, M, (2023), IQTISODIYOTNI MODERNIZATSIYALASH SHAROITIDA OILAVIY TADBIRKORLIKNI RIVOJLANTIRISH, *JOURNAL OF ENGINEERING, MECHANICS AND MODERN ARCHITECTURE*, 657-661.
14. Ibroxim o'g'li, I, F., & Shavkatovna, K, M, (2023), IQTISODIYOTNI MODERNIZATSIYALASH SHAROITIDA QURILISH VA HARAKATDAGI KORXONALARNI REKONSTRUKSIYA QILISHNING HOZIRGI AHVOLI VA RIVOJLANISH ISTIQBOLLARI, *JOURNAL OF ENGINEERING, MECHANICS AND MODERN ARCHITECTURE*, 87-90.
15. Shavkatovna, M, R, M, K, M, (2023), INNOVATIONS AND ADVANCED FOREIGN EXPERIENCE IN TEACHING ECONOMIC SCIENCES SCIENCES, *International journal of advanced research in education, technology and management*, 2(12), 293-299.
16. Shuxratovna, M, S, (2023), SAMARQAND VILOYATIDA XIZMATLAR SOHASINI RAQAMLASHTIRISH BORASIDA BELGILANGAN VAZIFALAR VA ERISHILGAN NATIJALAR TAHLILI, *JOURNAL OF ENGINEERING, MECHANICS AND MODERN ARCHITECTURE*, (2), 48-51.
17. Ma'ruf, K, M, S, J, (2024), THE MAIN ISSUES OF IMPROVING MANAGEMENT IN THE CONTEXT OF CAPITAL MARKET DEVELOPMENT, *International journal of advanced research in education, technology and management*, 3(1), 20-25.
18. Sh, M, S., & Kh, T, U, (2023), PROSPECTS FOR THE DEVELOPMENT OF CONSTRUCTION AND OPERATING ENTERPRISES IN THE CONTEXT OF ECONOMIC MODERNIZATION, *International journal of advanced research in education, technology and management*, 2(5).
19. Usmanov, I, A., & Shavkatovna, K, M, (2023), WAYS TO INCREASE WORKABILITY IN THE CONSTRUCTION FIELD, *JOURNAL OF ENGINEERING, MECHANICS AND MODERN ARCHITECTURE*, 555-561.

