

## THE ROLE OF STRATEGIC MANAGEMENT OF THE ENTERPRISE IN THE MODERN MARKET ECONOMY

Tohirova Nigora Zokirjon kizi  
Karshi Engineering-Economics Institute  
Trainee teacher and Master's student

**Abstract:** Nowadays, the importance of strategic management in the activities of enterprises is increasing. This means their further development and an increased level of responsibility for their economic situation. The quality of modern management plays an important role in determining the efficiency of enterprises.

**Keywords:** Strategic management, enterprises, economic situation, modern management, management system.

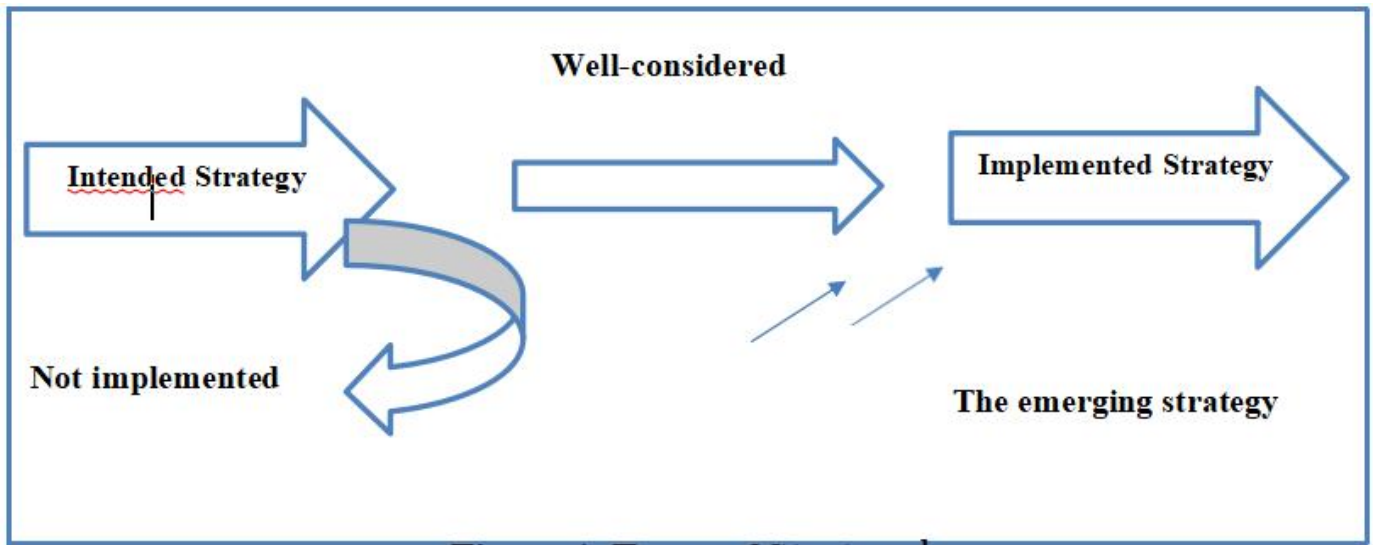
The widespread use of innovative management methods in our country's management processes is evidence that our economy is developed based on digital technologies. This is the product of extensive reforms in the management system. If we talk about defining the concept of "strategy" in strategic management at the enterprise level, we can make the following suggestions in this direction: Enterprise strategy is a comprehensive management that includes a mixture of business organization and competitive methods aimed at achieving organizational goals. is a plan. This, in turn, is called strategic management of the process of strategy development and implementation at the enterprise level. Simultaneously, the long-term success of any enterprise relies on a well-developed strategy. Without a clear plan for development, mistakes may be made, resulting in an inability to establish a permanent and strong market position.

Strategy is a set of measures used by management to ensure the success of the enterprise. The management creates a strategy for choosing one of the alternative directions in a multi-factorial environment. The chosen strategy indicates the selected line of activity and a specific way of doing business. To reduce the risk of wasting financial resources and to improve the growth and competitiveness of the enterprise, it is important to define financial and strategic goals separately.

Strategy involves creating a unique and advantageous position through specific activities. The goal of taking a strategic position is to develop a set of activities that outperform competitors. In essence, strategy is a planned approach to managing and strengthening a company's operations, achieving its objectives, and meeting consumer needs. Managers develop a strategy to determine the direction in which the enterprise will develop and make the right decisions when choosing its course of action.

The enterprise's strategic goals are crucial in indicating the direction of business development and enhancing its competitive position. To operate successfully in the market, the enterprise must be able to anticipate economic changes and uncertainties, establish a development strategy, and efficiently manage all its divisions. The primary management challenge is to devise a strategy that outlines the means to attain the desired outcomes, while considering the present and future capabilities of the enterprise. This strategy encompasses various competitive actions and associated approaches that companies rely on for efficient management.

The correct choice of strategy and its implementation involves selecting one of the available development directions and directing production activities towards it. The strategy can be divided into different types based on its scope of action (see Fig. 1). The main strategy in the diagram is the primary method of achieving the company's objectives.



**Figure 1. Types of Strategy<sup>1</sup>**

The term 'strategic management' was popularised in the 1960s and 1970s to distinguish between top-level management and current production-level management. The main idea behind the transition from operational to strategic management is the need to focus on the external environment and respond to changes and influences. This requires a shift in priorities<sup>1</sup>.

M. X. Meskon, M. Albert, and F. Xedouri define management as such. The concept of management, according to various definitions by foreign economists, involves the processes of planning, organizing, motivating, and controlling to determine and achieve the goals of an organization. P. F. Drucker, on the other hand, views management as a unique activity that transforms a disorganized group into an efficient and productive one.

Strategic management involves planning and implementing strategies to form and manage the strategic process within enterprises. This includes analyzing and managing both the external and internal environment of the enterprise, as well as studying the processes of managing strategic operations.

Therefore, the strategy should be aligned with the external and internal situation of the enterprise to minimize the need for changes. The degree of future mismatch of the strategy is directly proportional to the probability of creating a new strategy in management.

Let us examine some definitions put forward by influential developers of strategic management theory. Schendel and Hatten defined it as 'the process of determining and establishing the relationship of the organization with its surrounding environment.' This process involves attempting to achieve a state of close communication with the environment by implementing selected goals and allocating resources.<sup>2</sup>

According to Hitchens, strategic management is the process of managing an organization to implement its tasks by managing its interaction with the environment.

Pierce and Robinson define strategic management as a set of decisions and actions to formulate and execute strategies designed to achieve organizational goals. There are many definitions that focus on different aspects and functions of strategic management.

Therefore, strategic management can be defined as the management based on human potential as the foundation of the organization, directing production activities to consumer demand, flexible management in the organization and implementing timely changes. Although strategic management is an important

<sup>1</sup> Historical development of strategic management. [Electronic resource]. <https://studylib.net/doc/15360373/historical-development-of-strategic-management>

<sup>2</sup> Popov S.A. Strategic management: Vision is more important than knowledge. – M.: Delo, 2008 p.75

factor for successful survival in an increasingly complex competition, nevertheless, the lack of strategy in the actions of enterprises can be constantly observed, which often leads to their defeat. The lack of strategic management is primarily manifested in the following two ways.

Firstly, organizations plan their activities based on the assumption that there will be no or major changes in the environment. With non-strategic management, a clear action plan is drawn up for the present and the future. Making long-term plans for what to do and when to do it, and finding solutions for many years in the initial period, buying "for many years" are all signs of non-strategic management. Building a long-term perspective is a very important component of management. However, this should not mean extrapolation of existing practices and existing environmental conditions over many years.

In the case of strategic management, the organization sees the future as a result of environmental conditions and changes in the life of the organization. Actions of the organization in the current period that ensure a certain future are defined and implemented.

At the same time, strategic management is characterized not only by the recording of the planned state of the enterprise in the future, but also as one of the most important tasks of strategic management, the development of the ability to reflect changes in the environment, which makes it possible to achieve the set goals.

In the case of strategic management, every minute, based on the changes in the environment and living conditions of the organization, it is recorded what the organization must do now to achieve the desired state in the future. Actions of the organization in the current period that ensure a certain future are defined and implemented. At the same time, strategic management is characterized not only by the recording of the planned state of the enterprise in the future, but also as one of the most important tasks of strategic management, the development of the ability to reflect changes in the environment, which makes it possible to achieve the set goals.

Secondly, when developing an action program in non-strategic management, it is important to begin with an analysis of the organization's internal capabilities and resources. This approach allows the organization to determine the amount of product it produces and the effort it spends on it. However, it is important to note that the amount of production and costs alone cannot determine the success of the company. The market ultimately determines the demand for the product and the price at which it will be sold.

In general, strategy refers to a management plan aimed at strengthening the position of an enterprise, meeting consumer needs, and achieving goals. Choosing a specific strategy involves selecting the most optimal path from various possible methods of development.

## References

1. N.M. Ziyavitdinova, Y.M. Orinov, Sh.N. Khaitov. "Management". Tashkent - 2012. p. 193
2. Historical development of strategic management. [Electronic resource]. <https://studylib.net/doc/15360373/historical-development-of-strategic-management>
3. Popov S.A. Strategic management: Vision is more important than knowledge. – M.: Delo, 2008 p.75
4. Crainer S. The management century: A critical review of 20th century thought and practice. Jossey-Bass, 2000.
5. Business strategy. Directory. [Electronic resource]. <http://slovari.yandex.ru/Lopatnikov/Business Strategy>
6. Development strategy of New Uzbekistan for 2022-2026. [Electronic resource]. <https://lex.uz/uz/docs/-5841063>