

MANAGEMENT AND IMPLEMENTATION OF COMMUNITY VALUES IN THE IMPLEMENTATION OF ORGANIZATIONAL CULTURE POSITIVE PROBLEMS

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Introduction: It is known that the effective and clear functioning of the organization as a system is determined by the implementation of the criteria and decisions adopted and acting in it. There are several situations that normalize the life of an organization in such a way, including such as mayors, community values, traditions, the mission in which the organization's management goal is expressed, and these aspects are embodied through the so-called Organization culture.

The organization has the following main function-functions:

1. Production.
2. Harmonizing values valid in the team
3. The management of the educational process on the scale of the organization, that is, the activity towards the mutual coordination of the goals of society, the work team and the interests of employees.

As an objective basis for the implementation of the highlighted second and third tasks, the socio-cultural sphere of the organization is involved. It is through this area that it is possible to chip all interested parties, to make them stable within a single team.

It is very important that the norms that apply in the organization are not blindly accepted by employees, but harmonized with their personal interests. Priority ethical standards that serve and fulfill the interests of the organization constitute the culture of this enterprise. The culture of the organization is made up of values, criteria and normative aspects inherent in this community.

It is very important to understand the culture of the organization in harmony with the internal, spiritual aspects inherent in the staff of the team. In such an interpretation, with the spiritual side of the organization, the inner world, ideological and spiritual closeness of the personal are placed in central place. Organization of culture, the organization of all the forces and opportunities of the enterprise towards the achievement of the main goal is the result of tipping. Organizational culture is a form of Organization of proportional actions among employees and units on a universal path. Such an event, on the other hand, is based on the values, criteria and traditions adopted by employees of the organization's scale. The more perfect the organizational culture, the faster and more efficiently the enterprise achieves its goal.

The main content of the organizational culture is also the fact that the organization is perceived and accepted by the staff of the directors. The normative aspect of the organization, harmonized with the values, intentions and aspirations of employees, is the culture of the organization. Management culture is a process carried out by the administration of the organization, which differs from the culture of the organization. Management culture is a leadership initiative and will, that is, an aspect of management policy. And the culture of organization is the state in which this policy is adopted by employees, harmonized at the level of personal values and behavior. Organizational values are also called "corporate DNA", since it is this aspect of the structure that ensures that the enterprise responds optimally to changes in the environment, making changes in the path of improvement. The organization not only has values, but also carries out its activities on the basis of values.

Value management and implementation activities solve three tasks:

-the first task is to identify the values that are strategic for the Departments of the organization and significant for each employee and to integrate them at the level of the values of the organization;

-the second task is to promote values that correspond to the strategy of the enterprise through the planned policy of personal management;

-the third task is to change the values that interfere with the effective functioning of the organization.

Another of the aspects in personnel policy is the presence of a managerial view of the personnel of the enterprise in relation to the processes, events, things and events taking place in the organization. Organizational and cultural parties, represent the spiritual world of the organization and are a key factor in strengthening the capacity of human resources.

Communication in the organization. The concept of communication. when applied to the management sphere, the word communication refers to "the process of transmitting information in the organization with the aim of organizing mutual coordination."

The introduction of "Information theory" into the analysis of the activities of the organization revealed the monetary directions of further improvement of the management sphere.

While the transmission of information in the organization is accepted as the basis of communication, its following two main types are distinguished:

-horizontal, that is, the exchange of information between employees in one position;

-exchange of information between employees standing at different stages of the vertical organization system. In turn, vertical data sharing can also be in two views:

a) from top to bottom, i.e. from top to bottom branch leaders and staff;

b) from the staff, from the leaders of the lower branch, to the administration.

The importance of communication. By now, the development of society has ceased to be tassavvur without the exchange of information. The main focus in any area is to have the latest education. According to research from the Institute of Management (UK), the most shaky risks for modern business are as follows:

- loss of position (reputation) (50% of respondents);
- loss of its position in the commercial market (55%);
- loss of authority (59%);
- arson (62%) < BR>;
- loss of access to Information Technology (82%).

In this interpretation, access to information is relevant not only in a global sense, but also on the scale of the organization. The exchange of information in the organization is the main factor ensuring that this enterprise is socially "alive". Organizational-wide communications differ not only in the sign of obtaining and transmitting information, but also in the efficiency of information transfer.

According to Western studies, only 10% of information is lost in the exchange of information in the horizontal direction, while 90% of information is disseminated correctly.

In order to improve the direction of data transmitted in a vertical direction, the intranet network is developed in most enterprises, in which each employee has the opportunity to obtain information that he finds relevant on the scale of the organization. The sluggish exchange of information on the scale of the organization leads to the spread of various rumors, fictitious statements about leadership among employees. The fact that the main information is stuck at the top and does not reach the lower joints causes various misunderstandings in the behavior of employees directly involved in the production. For

example, why shundau was decided, Why are we releasing this product, what term is it talking about, it is important to inform the employee that he feels the same body and one life with the organization, that he feels responsible for the life of the organization. Management is a division of responsibility between employees, in many ways it is too steep to share information, to provide all participants with information. Famous psychologist A.L. Svenshishky found that as a result of providing the worker with information at the enterprise during the shift, labor efficiency can increase by 10-30%.

Communication in the organization can be likened to a blood vessel that provides the body with nutrients. The adoption of the management decision and its implementation, new changes that appear in the life of the organization, information on the awarding of employees - these are all factors that should be quickly adopted by the members of the organization. And if necessary, it will be the same provision that their opinions on certain issues will be heard.

As a result of communicating information about the organization's plans and promising products to the consumer, a certain extensibility is formed in the consumer, a positive social thought is aroused in relation to the enterprise, and even additional labor forces cause a "flow".

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