

THE ESSENCE OF THE MANAGEMENT STRATEGY IN ENTREPRENEURIAL ACTIVITY AND THE FACTORS OF ITS FORMATION

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Abstract

The article covers the importance and factors of strategies in the management of entrepreneurial activity, the content of management strategies. Problems in the development and formation of management strategies and are indicated. Also, in the economy of the Namangan region, economic indicators and analysis of the results of the strategy implemented in entrepreneurial activity are presented; recommendations for solving existing problems are developed.

Keywords: entrepreneurship, management strategy, factors of implementation and formation of a strategy, problems of implementation and formation of a strategy, ways of forming a strategy

Introduction

The problem of Strategic Management from a practical point of view testifies to the lack of formation and underdevelopment of effective, competitive management strategies. To find a solution to these issues, it is necessary to study the problems with a critical eye. It is attributed to all elements of management, primarily to the strategic aspects of the management of business entities. This direction of management is considered the "weak link of the entire chain of management", partially eliminating the effective results achieved by managers in the industry. It shows the relevance of the formation and development of effective strategies in management.

In order to compete in sectors of the economy, to form a long-term strategy, a number of regulatory documents on the socio-economic development of territories, effective management of entrepreneurial activity are being adopted. It is intended to study the strategic issues of attracting investments and implementing projects in favorable sectors and regions, to identify promising sectors and directions of investment activity, to expand the financing of small business entities by developing the activities of non-bank credit organizations in financing entrepreneurs' projects, and to improve the business environment.

Management strategy in business activities is an integrated system summarizing several areas of activity - management, marketing, firm economy, firm finance, information technology. The management strategy is in constant formation and development, and there is still no specific approach, it is multifaceted. Hence, the formation and development of strategies in the management of entrepreneurial activity, which is the main condition for ensuring the long-term competitiveness of the enterprise.

Previously, many entrepreneurial enterprises and firms have successfully operated, being attentive to the effective use of resources in their internal activities. Currently, the issue of effective use of existing potential in

its current activities has not changed, but it is necessary to adapt to changes in the external environment using this potential wisely. In entrepreneurship, the acceleration of changes in the external environment, the emergence of new demand and changes in the situation of consumers, the opening of unexpected new opportunities for business as a result of the development of science and technology, the strengthening of competition for resources, the expansion of the possibility of receiving and spreading information at lightning speed, the existence of a wide opportunity to use modern technologies, human The changing role of resources and other similar reasons have increased the importance of management strategy in the field.

Also, a number of factors in the management of enterprises in changing conditions:

- the continuous increase in the number of tasks caused by changes in the internal and external environment of the enterprise, many of which are fundamentally new and cannot be solved on the basis of existing acquired experience;
- the abundance of tasks leads to a more complex complication of management problems, along with the expansion of the geographical scope of the activities of national economies;
- the increased role of the upper management link, with management skills and competencies less consistent with the conditions for solving the problems that have arisen;
- the increase in the likelihood of sharp strategic changes caused by the increase in the instability of the external environment, which cannot be predicted in advance, showed the relevance of the formation of management strategies.

The purpose of the study

At the heart of the theory of strategic management lies the concept of "strategy". The word strategy is very ancient, derived from the Greek word strategía, and it means "command art" or "command science". History shows that the most talented and successful commanders attached great importance to how to support and hold the army, as well as when to enter into battle, and when to enter into negotiations with the people, politicians, diplomats.

From the definitions presented in the table below, we can trace the formation of the strategy of business entities.

Table 1

Description of the formation of approaches to strategic management of the concept of "strategy"

Strategy	Author	Basic approach
Strategy is a way of defining the organization's long-term goals, its program of action, and priorities for allocating resources.	A. Chandler, 1962.	Long-term goals are developed and not revised until the external or internal conditions of the organization's operating environment change
Strategy is a method of determining the organization's competitive goals.	Harvard Business School, 1965.	Strategy defines the basic business environment in which the company will be established or will continue
Strategy is a way of responding to external opportunities and threats and internal strengths and weaknesses.	M. Porter, 1980-1985 yy.	The main task of the strategy is to focus organizations on having long-term competitive advantages in any business sector
Strategy is a way of setting goals for corporate, business and functional	I. Ansaff, 1965.;	When developing a strategy, it is necessary to distinguish corporate,

levels.	D. Stainer, 1977., P. Lorange, 1977	business and functional goals from the point of view of various influences on management processes in the organization.
Strategy is a consistent, coordinated and integrative structure of management decisions.	G. Mintzberg, 1987.	When developing a strategy, the main focus is on the formation of plans that serve to control the effectiveness of achieving strategic goals.
The strategy is a way of developing the main competitive advantages of the organization.	G. Xamel, 1989.	The basis of competitiveness is the special abilities of the enterprise and internal resources.
The strategy is a set of actions and approaches to achieving the established indicators of activity.	A. Thompson, 1995.	The strategy is both active and adaptive at the same time.

For a long time, the essence of "strategy" meant "resource management". Often, the strategy was understood as the long-term plans of the top management to achieve the long-term goals of the organization. Some authors have commented that "these are the long-term management goals of business leaders in production, marketing and sales, income and expenses or capital investments." The concept of "strategy" has changed and formed depending on the complexity of the business environment.

The strategy also serves as a means of connecting the enterprise with the external market environment until the long-term goals and objectives of enterprises and firms are achieved. It is very difficult to give a clear definition of the concept of strategy, since it is very versatile.

Many definitions given to the strategy can complement each other as a set of rules and methods of survival in certain situations through accepted standards, instructions to strengthen the company's position in the market, to ensure the company's growth and high competitiveness.¹

Since the word strategy is multifaceted, it is difficult to define it precisely. We will explain its content through Figure 1 below.

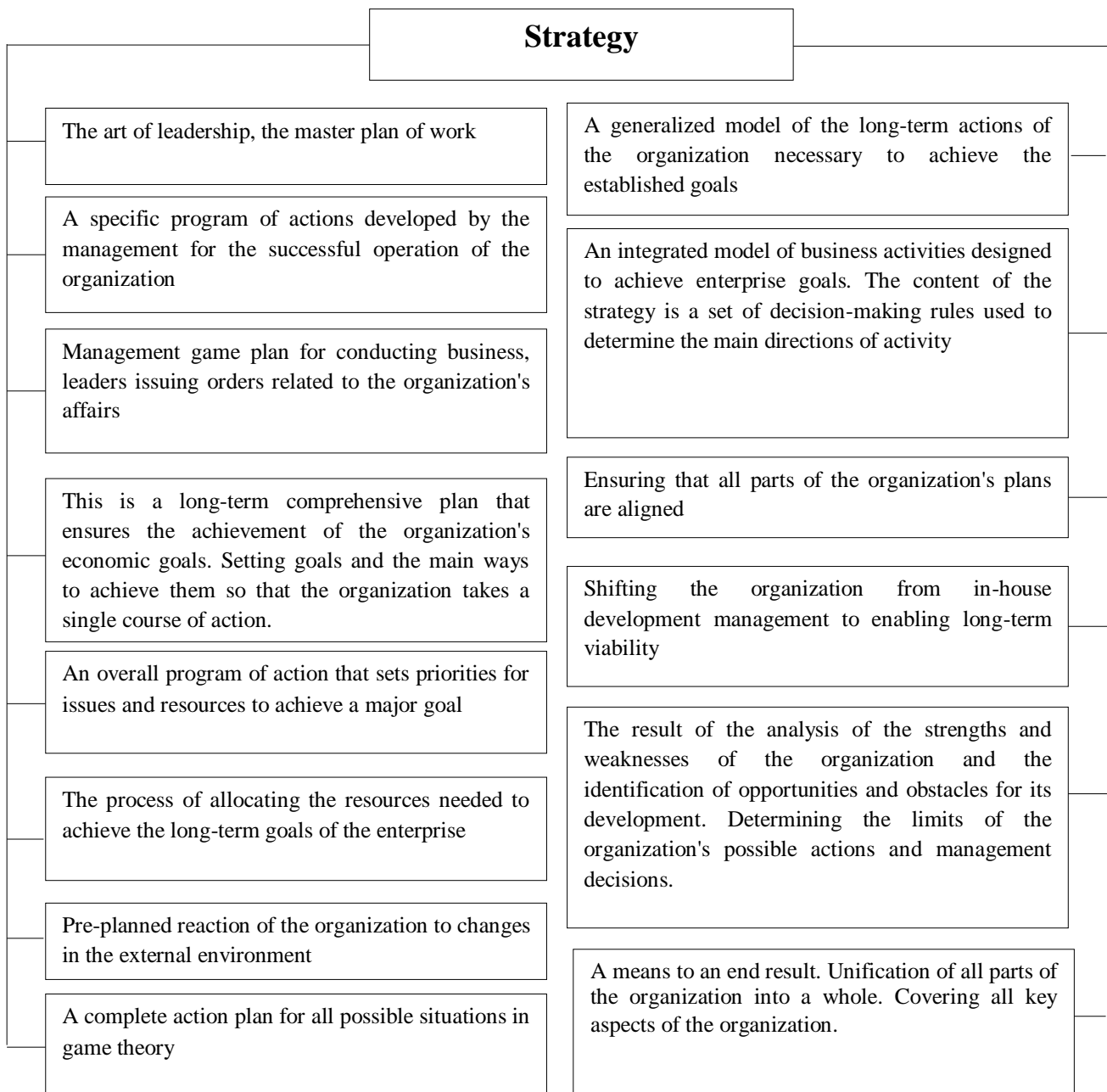
Strategy implementation (tactics), formation and development are the most complex and labor-intensive part of strategic management. Therefore, many scientists have set the main goal in their research to develop strategy, its formation and development mechanisms, and models. In particular, L. Alexander, M. Buckley, D. Galbraith, G. Dess, A. Miller, R. Reed, A. Thompson and others paid great attention. Scientists from CIS O.Alehina, O. S. Vihansky, G. Goldstein, L. Grebinyak, A. I. Naumov, K. Redchenko approached this issue with their scientific views.

The attitudes of people to strategic changes in the scientific approaches and problems of employee resistance were studied in the works of E. Shain, L. Shlezinger, O. S. Vihansky, A. I. Naumov, A. I. Prigozhin; I. Ansoff, A. Vihansky, J.P. Kotter, R. Koch, A. Prigozhin, H. Rampersad, J. French, E. Hughes, G. V. Shirokova, V. A. Spivak, It L. Shlezinger² and a number of other scientists.

¹ Kertzner G. Strategic management of the company. Model zrelogo upravleniya project.- M., 2010.- p.51

² Spivak V.A. Upravlenie izmeneniyami.2018.Studme.org.Shirokova g.V. Jiznennie tsikli rossiyskix predprinimatelskix Firm: metodologiya issledovaniya i Osnovnie stadii. Avtoreferat dissertasii na soiskanie uchenoy stepeni doktora ekonomicheskix nauk. Sankt-Peterburg. 2010. s 46. Shirokova G.V., Shatalov A.I. Faktori rosta rossiyskix predprinimatelskix Firm: rezultati empiricheskogo analiza // Vestnik Spbgu. Ser.

Figure 1. The meaning of the term "Strategy".



N. Ulybina, M. Armstrong, R. Daft, R. Gonsalvez, J. B. Kuin, D. Kotter, R. G. Buchbinder³, S. Rosenberg⁴, M. Hossein⁵, N. Kobzeva⁶ and others scientists - grouped resistance to changes by reasons.

Menedjment. 2009. Shirokova G.V., Klemina T.N., Kozireva T.P. Kontsepsiya jiznennogo tsikla v sovremennix organizacionnix i upravlencheskix issledovaniyax // Vestnik Spbgu. Ser. Menedjment. 2007

³ Buxbinder R. G. Organizacionnie izmeneniya: problema soprotivleniya personala i puti ee resheniya. Vestnik Omskogo universiteta. Seriya "Ekonomika". 2009. № 4. S. 100-106

⁴ Rosenberg S. Breaking down the barriers to organizational change. The 2011 New Orleans Academic Conference. New Orleans. Louisiana. USA. 2011. P. 461-467.

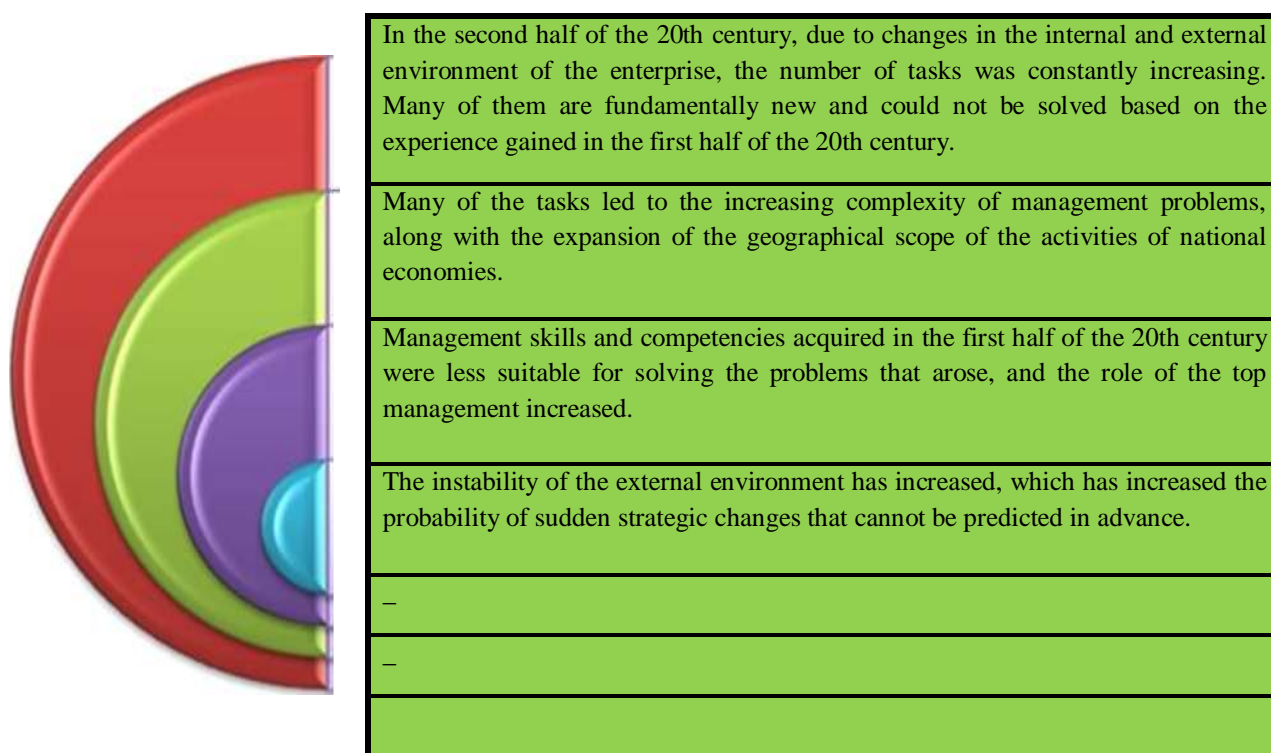
⁵Hossein M. M. J. Evaluation effect of management information system: Implementation on personnel resistanc ecauses in Isfahan power plant management corporation in Iran, Mahboubeh Delshad Dastjerdia. Procedia Computer Science. 2011. № 3. P. 1296-1303

The problems of formation of entrepreneurial activities, knowledge, skills, demand, economy, financing, etc., can be seen in the scientific approaches of L.Kh.Ubaydullaev, B.N.Dedajanov, F.I.Ergasheva⁷.

A sharp change in the external environment caused the emergence of new methods, systems and approaches in enterprise management. If the external environment were unchanged, there would be no need to engage in strategic management. However, at present, enterprises operate in a rapidly changing and difficult to predict future environment, so it is necessary to develop management strategies, shape and develop in time.

The term "strategic management" was coined in the 1960s and 1970s to distinguish existing levels of production and management from higher levels. The need for such a distinction arose from the transition to a new model of enterprise management in a changing environment. Four factors determine the relevance of the management strategy:

Figure 2. Factors representing the relevance of the formation of management strategy.



A properly designed and formed strategy allows the company to gain a strong position in the market and continue to operate successfully, to develop in a competitive environment. Strategic formation means changing

⁶ Kobzeva N. M. Fenomen soprotivleniya izmeneniyam: sutshnost, vidi i formi proyavleniya. Vestnik Voronejskogo gosudarstvennogo universiteta injenernix texnologiy. 2013. № 4. S. 298-303

⁷ Xabibullayevich, U. L., Nabijanovich, B. D., & Ibragimovna, F. E. (2020). Increasing effectiveness of economic education process basis for the development of qualification of entrepreneurship. *Asian Journal of Multidimensional Research (AJMR)*, 9(3), 210-215. Ibragimovna, F. E. (2019). Innovative technologies in the formation of students' entrepreneurial skills. *Asian Journal of Multidimensional Research (AJMR)*, 8(8), 5-9. Lutfulla Xabibullayevich Ubaydullayev, & Bakhtiyor Nabijanovich Dedajanov. (2021). THE DIGITAL ECONOMY: ADVANTAGES AND RISKS. *Journal of Central Asian Social Studies*, 2(01), 153-159. <https://doi.org/10.37547/jcass/volume02issue01-a23>. Ubaydullaev, J., & Ergasheva, F. (2021). Development of enterprise products in students-as a factor of production problems for young enterprises. *Общество и инновации*, 2(2/S), 446-456.

not only the behavior of organizations in the market, but also the organization itself, its structure, management methods, production and financial potential, personnel and many other aspects.

Research methods and materials

In the research work, scientific literature on the development and formation of management strategies in entrepreneurial activity was studied, performance indicators were formed. Based on these data, theoretical generalization, statistical observation, logical approach, analysis and synthesis, comparison methods were used.

Analysis and results

When implementing a strategy in entrepreneurial activity, many enterprises and firms face problems for which it is necessary to find a solution. Basically, three main problems are distinguished in this.

Research in American corporations at the beginning of the 20th century has shown that there are a number of obstacles to the formation and development of enterprise strategies, which leads to failure. These obstacles can be listed as⁸ :

- not taking into account the difficulties that may be encountered in the implementation of the strategy at the stage of processing and formation.
- uncontrollable external influences and changes in the enterprise environment.
- setting vague goals, low training, irresponsibility of line managers and low level of competence.
- ineffective coordination of activities for the implementation of planned activities.
- lack of coordination of strategic and operational plans.
- improper selection of responsible leaders.
- low knowledge and skills of employees.
- misunderstanding of the general strategy of the enterprise by operative management staff, low level of competence of managers in their position in performing short-term tasks.
- non-support or open opposition of the stakeholders to the planned changes.
- low level of control over strategically important indicators to evaluate the success of strategy implementation or lack of effective connection of planning and control systems.
- underestimation of necessary resources, their incorrect use or inefficient distribution.
- incompatibility of the organizational structure and management instruments (for example, management systems) with the requirements of the new strategy.

The diversity of these problems shows how complex the process of implementing the company's strategy is.

In the course of the research, business activities of special importance in the economy of Namangan region were studied and analyzed. The results of management decisions taken in business activities are reflected in a number of indicators. As a result of the adoption, implementation and formulation of strategic decisions on socio-economic development, innovative, investment development in the region, a number of intended tasks are being

⁸ Shellenberg A. Problemi realizasii politiki predpriyatiya // Problemi teorii i praktiki upravleniya, 1997, №5. 90-str.

implemented. As of January 1 of this year, 6,202 new business entities were established in Namangan region, 940 were terminated, and 26,531 entities are operating.

Table 2

Number of small business entities in Namangan region
(without farmers and farms, as of January 1, in a unit)

	2020					2021				
	Registered	Operating	Inoperative	Newly established	Terminated	Registered	Operating	Inoperative	Newly established	Terminated
Namangan region	22034	21461	573	5447	1360	27314	26531	783	6202	940
<i>districts:</i>										
Namangan c.	8364	8082	282	1589	585	9505	9146	359	1437	270
Mingbulak	856	854	2	303	59	1132	1121	11	339	68
Kasansay	1320	1280	40	341	52	1678	1629	49	369	23
Namangan	1643	1616	27	392	73	1979	1941	38	453	108
Naryn	907	902	5	319	63	1232	1224	8	364	40
Pap	1145	1128	17	400	124	1649	1615	34	552	57
Turakurgan	1316	1290	26	347	149	1714	1661	53	485	87
Uychi	1378	1352	26	362	31	1819	1777	42	488	49
Uchkurgan	1149	1126	23	386	46	1533	1500	33	422	39
Chartak	1120	1086	34	306	63	1459	1417	42	404	71
Chust	1816	1754	62	434	67	2282	2205	77	507	45
Yangikurgan	1020	991	29	268	48	1332	1295	37	382	83

Source: author's development based on data from the statistical department of the Namangan region. <https://www.namstat.uz/uz/rasmiy-statistika/usreo-2>

From the table data, it is known that the number of business entities operating in the region in 2021 compared to 2020 increased by 5,070 or 23.6%. This can be seen as the results of the formation and implementation of growth and stabilization strategies in entrepreneurial activity.

Also, as a result of the formation of business units or business-level strategies, 6,202 new business entities were created in 2021, and 5,447 in 2020. This indicates that 755 or 13.9% more new business entities were established this year than last year. Most of the newly established enterprises are located in the city of Namangan, Chust, Pop, Uchkurgan, Torakurgan and Uychi districts.

But at the same time, it can be seen in the indicators of the table that the strategies of bankruptcy, liquidation and reduction are also used in business activities in the region. For example, in 2021, 940 business entities were terminated in the region, and in 2020, 1360 business entities were terminated. The largest number of closed enterprises corresponds to the city of Namangan and the district of Namangan.

These indicators of entrepreneurial activity represented different results in the cross-section of sectors.

Table 3
Number of types by economic activities overall in Namangan region
(without farmers and farms, as of January 1, in a unit)

Fields	Active			Newly established			Terminated		
	2019	2020	2021	2019	2020	2021	2019	2020	2021
Total	16975	21461	26531	2709	5447	6202	1742	1360	940
including:									
agriculture, forestry and fisheries	1533	1796	2507	288	400	899	175	130	104
industry	4304	5453	6525	908	1443	1519	382	274	238
construction	1521	1922	2261	213	464	438	173	130	99
trade	4967	6905	9034	694	2234	2480	594	496	350
transportation and storage	779	960	1053	140	201	127	60	44	32
accommodation and food services	843	1119	1355	118	289	242	87	58	31
information and communication	308	349	427	44	72	102	19	17	10
health and social services	414	444	534	86	50	99	19	14	7
other types	2306	2513	2835	218	294	296	233	197	69

Source: author's development based on data from the statistical department of the Namangan region.
<https://www.namstat.uz/uz/rasmiy-statistika/usreo-2>

From the above indicators, it is known that in 2021, a significant contribution of active business entities was made in industry - 6,525, in trade - 9,034, in rural, forest and fish farms - 2,507. Also, a large proportion of industries that have used growth and stability strategies and bankruptcy, liquidation and downsizing strategies are again in trade and industry.

We can see from the following table that a number of other strategies for the activities of these areas are being formulated and implemented.

As a result of the formation and implementation of marketing and sales strategy, competition strategy, production and production process development strategy, business entities expressed the following indicators.

In 2020, compared to 2018, there was a dynamics of growth in the turnover of the same industry, construction, trade, agriculture, forestry and fisheries, services and cargo. In particular, it grew 15.3 percent in industry, 97.9

percent in construction, 47.0 percent in sales, 38.3 percent in services and 21.1 percent in cargo turnover. We can continue these indicators using the table data below.

Table 4

Main indicators of small business and private entrepreneurship in economic spheres in Namangan region

№	Fields	2018	2019	2020	Rate of change, 2020 to 2019 in %
1	Industry (<i>billion soums</i>)	4745,2	5002,7	5471,3	115,3
2	Construction (<i>billion soums</i>)	2072,6	3310,1	4101,3	197,9
3	Employment (<i>thousand people</i>)	872,3	916,7	884,3	101,4
4	Export (<i>million USD dollars</i>)	209,0	291,2	195,3	93,4
5	Import (<i>million USD dollars</i>)	446,9	529,0	376,4	84,2
6	Trade (<i>billion soums</i>)	7088,3	8685,2	10422,4	147,0
7	Agriculture, forestry and fisheries (<i>billion soums</i>)	13595,7	16424,5	18798,7	138,3
8	Services (<i>billion soums</i>)	4218,7	5176,4	5842,3	138,5
9	Shipping (<i>million tons</i>)	26,1	24,1	24,3	93,1
10	Freight turnover (<i>mln. ton-km</i>)	445,6	519,1	539,7	121,1
11	Passenger traffic (<i>million passengers</i>)	442,9	444,6	397,6	89,8
12	Passenger turnover (<i>mln.pass.km</i>)	8424,0	8501,5	7591,8	90,1

Source: author's development based on data from the statistical department of the Namangan region. <https://www.namstat.uz/uz/rasmiy-statistika/usreo-2>

These business enterprises export silk products, fruit concentrates, construction products, syrups, silk products, bee packages, paint products, metal products, cast iron pots, fruits and vegetables, processed fruits and vegetables and other products.

In the export geography of the Namangan region, countries such as Kyrgyzstan, Kazakhstan, Turkey, Russia, Turkmenistan, Tajikistan, Ukraine, and Moldova can be seen.

Another important management strategy for improving management efficiency in business activity is the investment strategy, which is being formulated and implemented. We analyze the results of investment strategy formation and implementation using the following table.

Table 5

The volume of investments in fixed capital in Namangan region

(million soums)

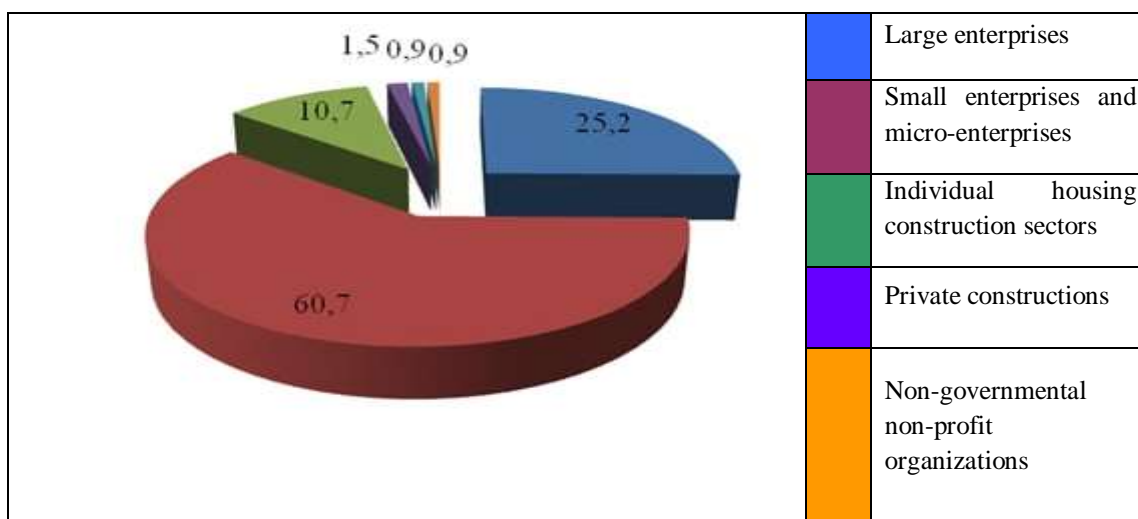
	2019	2020	Rate of change, 2020 to 2019 in %
By region	12084944,7	11982523,1	99,2
Large enterprises	5552761,5	3023767,1	54,5
Small enterprise and microenterprises	5090533,5	7271862,3	142,9
Individual housing construction sectors	982008,4	1283786,8	130,7
Private constructions	137269,2	179519,1	130,8
Non-governmental non-profit organizations	228983,1	108345,7	47,3
Agricultural enterprises	93389,0	115242,1	123,4

Source: author's development based on data from the statistical department of the Namangan region. <https://www.namstat.uz/uz/rasmiy-statistika/usreo-2>

From the data of the table, it is known that the growth in the results of the formation and implementation of the investment strategy in business activity was in small enterprises and micro-firms, as well as individual housing construction and private construction sectors. The growth rate is 42.9 percent, respectively; It can be seen that 30.7 percent and 30.8 percent are equal.

By the end of 2020, we can express the investment indicators in shares using the following diagram.

Figure 3. Share of investments in fixed capital.



We can see from the data that in the capital investments, the investments directed to small enterprises and micro-enterprises made up 60.7% of the total investments. Also, significant investments were made in individual housing construction (10.7%) and private constructions (1.5%).

Studying the existing problems in the activity of business enterprises in Namangan region shows that it is necessary to emphasize the formation and implementation of management strategies suitable for these problems. Also, by studying the problems in the activities of small businesses and business entities, close assistance to them, establishment and development of cooperation with relevant enterprises and organizations are defined as the main tasks. Questions and answers conducted in more than 1000 business enterprises, studies showed the existence of the following problems:

- electricity supply;
- gas supply;
- drinking water;
- use of vacant buildings;
- allocation of land areas;
- getting loans from banks and other problems.

Also, many enterprises and firms face problems that need to be solved in the implementation and formation of strategies in general business activities. There are mainly three main problems.

The first problem is the strategy implementation plan. This plan should be specific, contain a list of specific actions and activities to implement the strategy. However, the uncertainty and variability of the situation may cause the planned actions to be useless during implementation, not to have the desired effect, and sometimes, on the contrary, to harm the strategy implementation process. This often happens when goals are not sufficiently formulated and are not clear to employees. In addition, the formulated strategies cover many objectives. At the same time, in enterprises and organizations, the relationship between individual goals is unclear, and the relationship between the formulated goals and the developed strategic measures remains unclear.

Another part of the problem is the failure to focus on the most important strategic goal that is prioritized in isolation from other goals. But this is an important process to achieve a successful result in business activities.

The second problem is that any change and re-modification occurs to employee resistance. At the same time, the more significant the changes, the stronger the resistance and the stronger their attention. It is desirable to be more attentive to this situation, to study the group that is resisting, to know the reasons for the resistance.

The third problem: motivating employees in strategic changes and formations. Separation of the system of motivating the employee with his own goal from the general implementation of the company's strategy. In many cases, individual goals are linked to the application of a system in the form of bonuses. Enterprises should formulate individual goals, the results of which should be objectively evaluated.

It is necessary to eliminate the above existing problems in the process of formation and development of management strategies in business activities.

Conclusions and suggestions

Based on our research on the formation and development of management strategies in entrepreneurial activity, we came to the following conclusions:

- management of entrepreneurial activities, the speed and quality of its development, the scale of the enterprise, the level of details of the implementation of the strategy, its rapid adoption, the attitude of the strategy to risk, the social factor of the implementation of the strategy, the consideration of high-level strategic goals, the use of

the potential of economic interaction, the time factor it is necessary to classify strategies according to criteria such as consideration;

- the effectiveness of the management strategy, which shows the effectiveness of business activity, is related to important quality changes: learning or occupying a new market position, gaining a new advantage in terms of quality, or others;

- comprehensive and systematic analysis of business activity as much as possible allows to choose different strategies that are most suitable for a certain activity;

- there are specific approaches of scientific schools in the formation of management strategies in entrepreneurial activity;

- entrepreneurial activity provides strategic control feedback, information supply and general coordination of all elements of the system in the strategic management system;

- currently, in entrepreneurial activity, the formation of a management strategy and a new stage of development are taking place. This stage is associated with a further increase in uncertainty in the market environment and other qualitative changes and an increase in various ways of competition for advantages in future competition. In such conditions, a new model of management strategy is being formed in entrepreneurial activity.

We recommend the following for the formation and development of a management strategy in business activities:

- effective use of the previous successful experiences of the general manager in business activities, application of strategies that led to the main goal of the activity or its further improvement and implementation;

- application of the experience of countries with developed entrepreneurship and the effective management strategies in non-standard situations in the field of entrepreneurship in the national economy;

- attracting mature, professional specialists who are able to ensure high quality of effective management strategies in the field in the formation and development of management strategies in the field;

- institutional development of the field of training and retraining of business entities, digitization of the educational process of training for entrepreneurship, increasing the qualifications and professional potential of specialists in the field;

- further strengthening and development of knowledge and skills of business managers, deputies, specialists in the field of business.

We think that it is appropriate to implement the following initiatives in the implementation of strategic measures in the development of personnel, finance, technology, legislation and state regulation, infrastructure at all management levels of business activity:

- introduction of measures to support business activities and provide loans in accordance with international practice;

- simplification of the tax system; reduction of administrative costs, regulation of the control system;

- digitalization of interactions between the state and small business entities to reduce administrative costs;

- development of youth and women's entrepreneurship, social entrepreneurship, providing knowledge on the basics of entrepreneurship to those who want to start their own business;

- creation of a system of business incubators, career centers, co-working, technology park platforms to test ideas for entrepreneurial activity under preferential conditions;

- development of business education (increasing the number of courses in universities, courses for young entrepreneurs, management courses for experienced entrepreneurs);

- improvement of the business environment: elimination of corruption at all levels of the industry;
- expansion of access to state orders through the program, which envisages a mandatory order from the industry for a part of purchases in business activities;
- development of preventive measures for illegal activities;
- support of high-tech and innovative enterprises and maximization of its scope (in terms of the number of supported small and medium-sized business entities) and others.

In short, entrepreneurship provides the necessary mobility in market conditions, it is the largest producer of goods and services, the largest employer, and a means of scientific and technological development. In general, in the practice of developing and forming the strategy of business enterprises, it is the most correct way to try to use them together, rather than being limited to one method or a group of related methods.

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