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## **MANAGEMENT OF ECONOMIC GROWTH OF BUSINESS ENTITIES**

**Abstract:** This article examines the problems faced by businesses in using economic growth management and analyzes ways to address them.

**Key words:** management, business entities, economic growth, economics

The relevance of the research topic is determined by the fact that in the conditions of the emerging stabilization of the economy, the most important strategic task facing the Russian management is the management of economic entities focused on ensuring their long-term economic growth. However, in business practice, economic growth management is actually not used due to insufficient theoretical development and the lack of proper experience in its application at Russian enterprises.

At the same time, the tendencies of globalization and virtualization of the economy, which are sophisticated forms of economic expansion of Western countries in relation to less developed states, including Russia, are accelerating in the world. They are carried out in a system of actions for military and political pressure on countries that fall into the zones of strategic interests of developed countries, and leave no other way than the creation of a self-sufficient economy capable of effectively developing with maximum self-reliance, focused on sustainable economic growth.

In Russia, the aspirations of business entities for economic prosperity are increasing. For this, the state has objective potentialities. The capital region has the most suitable conditions for the successful implementation of economic growth management by business entities. It concentrates a significant scientific and technical potential of the country, including intellectual-intensive industries

that manufacture products that are competitive on world markets. The overwhelming part of the country's financial resources is concentrated here, managers of the highest qualifications work.

The placement of government and administrative bodies in the capital region makes it possible to quickly and efficiently solve emerging problems, using the possibilities of foreign foreign economic and managerial ties. The presence of a developed transport, energy, information infrastructure and other characteristics that distinguish the capital region from other territories of Russia as a business center of the country gives it undeniable advantages in the effective implementation of economic growth management strategies by business entities.

The metropolitan region is the most important center for the concentration of Russian culture and traditions that underlie the functioning of the entire system of life of the state and permeate all the pores of its economic system. A significant part of the enterprises of the capital region have already passed a period of stabilization and are in a state of economic growth. In this regard, an appropriate management system of enterprises is also needed, which would allow realizing the capabilities of a management system aimed at long-term economic growth.

We also need effective tools for managing the economic growth of business entities that implement this process in the most rational ways. Business entities should be able to predict scenarios for the development of the market situation, choose appropriate economic growth strategies, respond flexibly and effectively to environmental changes, increasing the chances of implementing their plans.

It is required to create a system of strategic management of a business entity, giving it the properties of increased adaptability to qualitative changes taking place in business. In this regard, it is also necessary to develop the theory

and practice of building organizational management structures, their targeted reorientation to the components of economic growth.

The problem of assessment, formation and use by economic entities of the capital region of sources of long-term competitive advantages is in need of scientific understanding and development.

The solution of these problems, both in scientific and practical terms, is, in our opinion, an important national economic task. It is possible in the development of scientifically based approaches to growth management, which allows to purposefully influence the main processes that play a decisive role in the economic growth of business entities in the capital region, to ensure on this basis the filling of the state budget and create additional opportunities to improve the living standards of the population.

In the market economic system, management is the most important tool for purposeful impact on social and economic processes. But not every management can orient the system of relations of a business entity towards economic growth. Let's try to reveal what is the essence of economic growth management, using for this a simple, but acceptable for this purpose, methodological technique arising from the analysis of the foundations of traditional management.

The classical understanding of traditional management is based on the division of the management process into functions. Therefore, if we want to create a management system focused on growth, then it should contain functions that implement the goals and objectives of economic growth of a business entity, as well as an adequate organizational management structure and personnel capable of implementing the philosophy of growth.

This concerns, first of all, the orientation towards growth of such basic management functions as analysis of the state of a business entity, its external and internal environment to assess growth opportunities; planning - the formation of the goals of the organization and the choice of ways to achieve

them; control - determining the compliance of management characteristics with target regulatory tasks; coordination - ensuring interaction between - 13 du various units of divisions, organizations and management personnel; motivation - a system of incentives, incentives for the creation of targets for effective work of personnel. Management can have one or several goals. Recall that the goal in the general philosophical sense, "that which is presented in the mind and is expected as a result of a certain way directed actions" 1.

However, traditional management does not fully ensure the achievement of special management objectives, such as those associated with economic growth. It is necessary to complement the capabilities of traditional management, as it faces problems that hinder economic growth. The solution of these problems, on the one hand, turns into an integrated process that unites all traditional functions, and, on the other hand, acquires a modular structure, including the emergence of many types of object-subject or special management.

These types include marketing management, investment, innovation, budget and others. There are a number of new functions that need to be used to support growth management. These include: the development of the culture of the organization; innovative support of business processes; reproduction of individual internal resources of the manager and human capital of the organization; the formation of new internal network management structures in the form of teams, working groups to solve development problems; implementation of intellectual leadership in the management of teams and projects; management of interaction between business and government.

The influence of managers on the image of their organization occurs within the framework of the structure of goals established by the upper echelons of management. However, the instability and dynamism of external and internal conditions associated with the formation of market relations forces managers to constantly reorganize and change their goals, which requires taking these

conditions into account when forming organizational structures for managing economic growth.

Thus, the management of economic growth is a process of purposeful impact on the conditions, factors and components of growth using a system of common traditional, as well as special object-oriented functions, technologies and management tools. It forms a set of innovative properties of an organization that is capable of providing and supporting economic growth.

Let us now consider what the category "economic growth" is and what are its components. At the same time, there is a need to understand the management of an organization or a business entity, the possibilities and technologies of its implementation in practice.

Growth is the most important characteristic of social production in any economic system. In a market economy, the aspiration of the main economic entities to economic growth exists constantly, regardless of what level of development is achieved in society, since manufacturers strive to minimize the backlog of production from needs.

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