

SETTING A TIME NORM IN ENTERPRISES AND ITS EFFECT ON THE PERFORMANCE OF THE TEAM

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***Annotation.** This article explores the topic of “Setting the norm of time in enterprises and its impact on the functioning of the team”. The standard of time is important in increasing the efficiency of the enterprise's activities, it allows you to optimize work processes and save resources. The article presents the process of setting the norm of time, its basic principles and practical methods. It is also analyzed how the time norm affects the motivation, attitude to work and overall efficiency of team members. The article provides the knowledge and skills necessary for managers and managers of enterprises to successfully operate in a modern work environment.*

***Keywords:** time standard, motivation, Financial Resources, Job Analysis, time planning, modern business, strategy.*

Introduction. The standard of time is the standard or average of the time set for tasks that must be performed in work processes. It plays an important role in improving the efficiency of the enterprise's activities, since the time standard helps to optimize work processes, save resources and increase the motivation of Team Members [1]. First, the process of setting a time norm will help determine how much time should be spent at each stage of work. Through this process, businesses analyze their work processes to determine which tasks take a lot of time and at which stages it is possible to increase efficiency. For example, in the field of production, the time required for each operation in the production process is determined by setting a time norm. This, in turn, makes it possible to further simplify and speed up production processes.

Secondly, time standards have a positive effect on the motivation of team members. If employees are used to carrying out their duties within a set period of time, this will improve their attitude to work. Through the time standard, employees are clearly guided in planning their work, and this helps them improve efficiency [2]. In such conditions, employees are more eager to achieve their goals, and as a result, the overall efficiency of the enterprise increases.

Thirdly, the standard of time allows you to save resources. If the enterprise sets a specific time for each task, this will lead to a reduction in excessive spending in business processes. For example, if all tasks are completed within a specified time for a project, it will save not only financial resources, but also human resources. At the same time, with the help of time standards, enterprises will be able to more effectively manage their work processes [3]. At the same time, the process of setting the time norm should be constantly updated. With changes in market conditions, technologies and other factors, time standards are also updated accordingly. To do this, enterprises need to regularly analyze work processes and, if necessary, revise the time standards.

The process of setting a time norm consists of several stages. Initially, it is necessary to analyze the activities of the enterprise and study the existing business processes. At this stage, each aspect of the work is carefully studied, including tasks, resources and time consumption. Next, on the basis of the data obtained, the standards necessary for setting time standards are developed. In addition, the experience and knowledge of employees should also be taken into account when setting time standards. When their feedback and suggestions are added to the process, the established norms become more clear and valid[4]. Also important are the processes of its implementation and control, once the norm of time is established. In these processes, the work activities of employees are monitored and, if necessary, the time standards are revised.

When setting the time norm, a number of basic principles must be followed:

❖ Interoperability - each task is interconnected, and the execution of one task affects other tasks. Therefore, it is important to take this connection into account when setting time standards.

❖ Analysis and evaluation - it is necessary to rely on previous work experiences when setting the time norm for each task of the clock. Through this, the actual consumption of time and the necessary resources are determined.

❖ Volatility - with changes in market conditions and technology, it is necessary that the time standards are also updated. This process must be carried out continuously.

❖ Motivation-the standards of time to motivate employees should be realistic and achievable. If the norms are too high or low, this can negatively affect the motivation of employees.

A number of practical methods are used when setting a time norm:

✓ Job analysis - with this method, the process of work is analyzed in detail to determine the time spent on the execution of each task. Based on the results of the work Analysis, time standards are established.

✓ Statistical methods - a statistical analysis is carried out based on data from past work experience, and the average time indicators are determined. With this method, the norm of time becomes more pronounced.

✓ Expert assessment - the standard of time is established based on the assessments given by experienced employees or specialists in the field of application [5]. This method is often used for new tasks or processes.

✓ Time measurements - accurate indicators can be obtained by measuring the time when various tasks are performed. With this method, the norm of time is tested in real conditions.

Effective time management in a modern business environment is important for any enterprise. Setting a time norm, that is, planning, controlling and optimizing work processes, plays an important role in improving the efficiency of the enterprise.

Time planning is a key part of any successful strategy. In the planning process, the goals of the enterprise are determined and the tasks necessary to achieve them are set. For example, by drawing up an annual plan, the company knows how to allocate its resources and allows you to make the most of these resources. In the planning process, it is very important to set SMART (precise, measurable, achievable, real and time-dependent) goals[6]. With this method, each employee clearly understands his duties and begins to work on them.

An important factor in managing time is setting priorities. Each task and project is evaluated according to its importance, and the most important ones are performed in the first place. With this method, the enterprise solves important cases faster and efficiently distributes resources. For example, if a project needs to be completed quickly, then it must be completed before other less important tasks. The process of setting priorities also forms clear concepts among employees and simplifies the work process.

Time control is the process of monitoring the implementation of planned work. To do this, it is possible to monitor work processes using modern technologies and programs. For example, with the help of project management programs (Trello, Asana, Jira), tasks and their deadlines are controlled. This helps employees to carry out their duties on time and increases the overall efficiency of the enterprise. The control process gives employees the opportunity to evaluate their work, and also helps to identify problems early.

Improving the skills of employees of the enterprise also plays an important role in the effective management of time. Through educational programs, employees acquire new skills and are able to make work processes more efficient. Qualified employees can offer innovative solutions that can save time. Also, a culture of constant development increases motivation in the enterprise and increases the interest of employees in work.

Conclusion. Setting a time norm in enterprises is an important process for improving efficiency and improving the performance of the team. Through the use of time planning, priority setting, Control, interaction and technology, businesses optimize their work processes. These processes help to clearly understand the tasks of team members, solve important cases faster and strengthen mutual cooperation. As a result, timing increases the

motivation of the team, creates the opportunity to adopt innovative solutions and enhances the overall competitiveness of the enterprise. At the same time, effective time management can lead to financial achievements of the enterprise and ensure its long-term success. Thus, setting a time norm is one of the basic principles of any successful organization.

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