

ROLE OF MANAGEMENT IN THE IMPROVING BUSINESS ENVIRONMENT

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Ключевые слова: управление, бизнес-среда, современная теория управления, сущность управления.

Summary. The essence of the management of enterprises, organizations, institutions is define goals, development strategies and make effective management decisions to achieve goals. In modern management theory, it is generally accepted that control is the realization of several interrelated functions. The principles of management in general imply a universal character and extend their influence practically to all sectors of the economy and management in it. The following categories can be considered as such general principles: planning, purposefulness, stimulation, discipline, competence, hierarchy.

Аннотация. Суть управления предприятиями, организациями, учреждениями заключается в определении целей, стратегии развития и принятии эффективных управленческих решений для достижения целей. В современной теории управления общепризнанно, что контроль – это реализация нескольких взаимосвязанных функций. Принципы управления в целом носят универсальный характер и распространяют свое влияние практически на все отрасли экономики и управления в ней. Далее могут рассматриваться такие общие принципы как: планирование, целеустремленность, стимулирование, дисциплина, компетентность, иерархия.

Management is a system of control methods in a market that implies an organization's orientation towards demand and market needs, a constant desire to increase production efficiency with the lowest cost in order to obtain optimal results. Management is the process of planning, organizing, motivating, and controlling to formulate and achieve an organization's goals. The essence of management is also the optimal use of resources (land, labor, capital) to achieve the goals set.

In modern management theory, it is generally accepted that control is the realization of several interrelated functions.

- planning, as a management function provides the definition of the purpose of the organization, the means and the most effective management methods to achieve these goals;

- organization. This function is to form the structure of the organization and ensure the management of all necessary (personnel, means of production, money, materials, etc.) to achieve the goals of the organization;

- motivation. It is the process of encouraging other people to work towards the goals of the organization;

- control. This management function involves assessing and analyzing the effectiveness of the organization's performance.

Consider in more detail the principles of management. As already noted, they are two types, general and particular. The principles of management in general management imply a universal character and extend their influence practically to all sectors of the economy and management in it. The following categories can be considered as such general principles: planning, purposefulness, stimulation, discipline, competence, hierarchy.

As for private principles, they, as a rule, are local in nature and are involved in the regulation of individual management processes in a particular industry or an individual enterprise. These principles are developed by each enterprise or industry independently, in accordance with the need or well-established traditions, culture or requirements. Management like any activity is also subject to the subordination of laws that define various boundaries and restrictions.

Management principles should also obey the laws and restrictions that they impose. The principles themselves are not rare and define certain criteria and requirements for the management of the organization, they can describe what the head of the enterprise should be, and help create a certain basis for effective management. At the same time, a single manager is not obliged to directly and accurately follow the principles of management, ideally the manager himself must form them, independently based on the basic positions of such principles formulated by well-known scientists in this field. But often, managers take as a basis some principles and simply customize them to suit their needs on the basis of necessity and environment, except for general principles that are the same for everyone with minor changes.

Modern American model management is used not only in the USA, but also in New Zealand, Australia, Canada and other countries. American management is focused on the development of corporations these use strategic board in their activities. It is based on situational and system analysis of the external and internal environment. Management in Japan is distinguished by the fact that contacts between firms are built on friendly and family relationships between managers. The level of education of all staff is quite high, in addition,

there is a constant professional development. They receive an award for success in work. Lifetime employment is practiced, and retirement benefits are provided to all family members of an employee after he retires.

In accordance with the objective requirements of the development of socio-economic systems in the context of accelerating scientific and technological progress, sharpening market competition, economic ties become more complex, an objective need arises in the development of individual management components - its applied areas. This is natural, because the development of any system involves the implementation one of the following options.

- the emergence of new qualities of the system with the unchanged composition of its elements;
- or the emergence of new elements of the system;
- or the emergence of new systems.

Analyzing the activities of the enterprise, we can distinguish the types of management, reflecting the components of applied management. Management of the organization as an applied research area involves the study of ways of rational organization of the socioeconomic system in order to achieve specified goals in the conditions of limited resources.

Strategic management as an applied scientific direction of management is a tool of management, which focused on the formation of long-term goals and programs of the socio-economic system, and combining five elements: strategy as a plan (action program), strategy as a position (vision), strategy as a technique (technology), strategy as a pattern (pattern, pattern, system) of actions, strategy as a perspective (formulation of the desired results).

Management decision-making methods as an applied scientific direction of management is a complex of diverse ways of making expedient decisions when managing a socioeconomic system. They characterize a set of logically interrelated, purposeful, consistent management actions of competent and creative management subjects, who capable of ensuring the rational implementation of the management tasks assigned to the socioeconomic system (selection of goals, programs and ways to achieve them).

The principles of management in general management imply a universal character and extend their influence practically to all sectors of the economy and management in it. The following categories can be considered as such general principles: planning, purposefulness, stimulation, discipline, competence, hierarchy.

In accordance with the objective requirements of the development of socio-economic systems in the context of accelerating scientific and technological progress, sharpening market competition, economic ties are becoming more complex, an objective need arises in the development of individual components of modern management – its applied areas: personnel management, project

management, investment management, risk management, environmental management, systems approach, etc.

We also note that with the development of management as a science, due to the development of society, its new modern directions will be formed.

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МАРКЕТИНГ МАТЕРИАЛЬНО-ТЕХНИЧЕСКИХ РЕСУРСОВ В АГРОПРОМЫШЛЕННОМ КОМПЛЕКСЕ РЕСПУБЛИКИ БЕЛАРУСЬ

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Key words: agriculture marketing, products, industries, production, functional structure of the agriculture.

Аннотация. Исследованы проблемы агропромышленного маркетинга, решение которых позволит повысить эффективность сельскохозяйственного производства.

Abstract. The problems of agriculture marketing, the solution of which will increase the efficiency of agricultural production, are investigated.

Маркетинг в агропромышленном комплексе охватывает три направления деятельности: обеспечение сельского хозяйства продукцией производственно-технического назначения (маркетинг средств производства), реализацию сельскохозяйственной продукции и сельскохозяйственного сырья (маркетинг сельскохозяйственного сырья), ее переработку и сбыт продовольственных товаров через торговую сеть (маркетинг продовольственных товаров).