

THE ROLE OF LEADERSHIP IN BUSINESS SUCCESS

Haydarov Zufar Mo'yiddin o'g'li

Qarshi shahridagi 47-umumta'lim maktabi o'quvchisi

zufarxaydarov9@gmail.com

Annotatsiya: Ushbu maqolada zamonaviy global bozor sharoitida biznesning barqaror rivojlanishida liderlik fenomenining o'rni tahlil qilinadi. Tadqiqotda nima uchun texnologik ustunlikka ega kompaniyalar inqirozga uchrayotgani va bu jarayonda rahbarning strategik qiyofasi qanchalik muhimligi yoritilgan. Shuningdek, yosh rahbarlar yo'l qo'yadigan mikromenejment va hissiy intellekt yetishmovchiligi kabi xatolar ilmiy asoslangan holda ko'rsatib o'tilgan.

Kalit so'zlar: liderlik, biznes muvaffaqiyati, strategik boshqaruv, inqirozga qarshi choralar, jamoa motivatsiyasi, korporativ ma'daniyat.

Аннотация: В данной статье анализируется роль лидерства в устойчивом развитии бизнеса в условиях современного глобального рынка. Исследование проливает свет на причины кризиса, с которым сталкиваются компании, обладающие технологическим превосходством, и на то, насколько важен в этом процессе стратегический имидж лидера. Также научно доказываются ошибки, допускаемые молодыми руководителями, такие как микроменеджмент и недостаток эмоционального интеллекта.

Ключевые слова: лидерство, успех в бизнесе, стратегическое управление, реагирование на кризисы, мотивация команды, корпоративная культура.

Abstract: This article analyzes the role of leadership in the sustainable development of business in the conditions of the modern global market. The study sheds light on why companies with technological superiority are facing a crisis and how important the strategic image of the leader is in this process. It also scientifically demonstrates the mistakes made by young leaders, such as micromanagement and lack of emotional intelligence.

Keywords: leadership, business success, strategic management, crisis response, team motivation, corporate culture.

In today's rapidly changing and competitive environment, the survival of businesses no longer depends solely on technological superiority. Often, the root of the problem lies not in a lack of finance or raw materials, but in a lack of leadership in the management system.

The content of management science is the relationship between the management system and the object of management, and its main task is to study modern methods of management and the secrets of the art of leadership.

As John S. Maxwell said, “Everything begins and ends with leadership”. Jim Collins, in his many years of research, has proven that only leaders who are disciplined and can inspire their team lead “good” companies to “great” results.

The concept of leadership has undergone several transformational stages throughout the 20th century. While in the 1950s leadership was seen as a purely “command and control” system, by the 1990s the advent of information technology had transformed management philosophy.

Today, leadership has become a strategic skill that can manage not only human resources, but also complex digital algorithms and data flows. As Uzbek scientist S.S. Gulyamov noted, in the digital economy, a leader must not only know technology, but also be able to create a corporate environment that is flexible to change.

The role of a leader in today’s business is determined by the following three pillars:

1. Strategic planning: The ability to foresee future risks and opportunities.
2. Emotional intelligence: Establishing trust-based relationships with employees. As Q.Kh. Abdurakhmonov wrote, human capital is the most valuable asset of a company, and the leader is responsible for its development.
3. Delegation: Achieving results by distributing tasks and giving responsibility to the team.

Studies show that 70% of business crises are due to poor leadership strategies. Young leaders often fall into the trap of micromanagement, which stifles team creativity.

The “Humane Leadership” model is seen as the most optimal solution for the future market. In this model, the leader does not only pursue profit, but also prioritizes responsibility to society and the spiritual growth of employees.

Management is the process of making choices, decisions, and monitoring their implementation. Its main goal is to train highly qualified managers who can work at all levels in market conditions. Management is related to socio-economic, socio-legal, cybernetics, and other disciplines.

Management is closely related to the science of economic theory. The principles of management were developed by the French scientist Henri Fayol, a contemporary of Taylor. He divided all operations carried out in the enterprise into six groups: technical, commercial, financial, property and personnel protection, accounting, and administrative groups, and included management in the 6th group.

The object of management or governance is the activity of the enterprise, and its subject is the departments and their employees performing the management work. Management is carried out by qualified specialists who have received special training and are deeply familiar with the laws and regulations of management - hired managers - managers. They constitute a separate social stratum of the population.

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There are three levels of management: top management - developing the company's strategy, middle management - planning, sales, pricing, labor organization, lower management - organizing work within the shop, department, and managing the implementation of daily, weekly, and monthly work assignments. Accordingly, managers are divided into senior, middle, and lower managers.

The characteristics of excellent management are: a commitment to activity and research; a simple structure and a small number of employees; proximity to the consumer; the decisive role of the person in ensuring productivity; the right to independent management that encourages entrepreneurship; primary attention to the main type of activity; entering into an area that is better known than everyone else; the ability to combine freedom and strong control.

The management system of firms includes general management, functional management, financial management, marketing, personnel management, production management, scientific and technical management, etc. The development of management theory and practice has been expressed in various views.

For example, in the 50s and 60s of the 20th century, the main attention was paid to the organizational structure of management, while in the 60s and 70s there was a transition from strategic planning to strategic management.

By the middle of the 20th century, management was developing rapidly in Uzbekistan. The establishment of the Institute of Cybernetics of the Academy of Sciences of the Republic of Uzbekistan in 1966, the theoretical, methodological, practical work, and various works carried out under the leadership of Academician V. K. Kobulov laid the foundation for the development of management science in the republic.

Planning is the heart of any successful business. This process allows you to develop your business in a purposeful and orderly manner, allocate resources effectively, and be prepared for future challenges. A business without planning is like a ship without a rudder, drifting aimlessly and eventually sinking. Planning is the first step in implementing a strategy.

Economists play an important role in the business world. They often speak as forecasters. They try to predict economic changes that will occur. This is a very important task, and businesses, government officials, and even consumers use these predictions to supposedly influence the future economy.

Many economists work in government, business, and business organizations, or as teachers and professors at colleges and universities. Economists work in organizations to predict market size, changes in consumer demand, sales, and prices that may occur in a business. They analyze competitors' growth and market share and recommend ideas for their company.

Today, economists focus on the international economy and the economic situation of the countries where their companies operate or plan to expand. What do economists do at United? Pierre Latrobe goes to his office every morning and, as an analyst at United, he prepares the morning briefing. He is responsible for monitoring the development of European economic indicators.

He checks the internet for information on major stock markets on commuter trains from the city center. Then he checks the major international trades that affect the European economy. As soon as he gets to the office, he updates his charts and notes before meeting with his team. His workday usually lasts until 2 a.m., but he can check economic data even during his off hours.

You want a lot of things, but do you really need them? Determining what you need and what you want is a key part of good decisions. Wants are things that life demands. Everyone needs food, water, clean air, clothing, and shelter.

Other needs in today's economy are good education, good jobs, and security. Many people need transportation to get to school and work. People with poor health need health care and medicine. Wants add quality to our lives. Wants are what add comfort and enjoyment to your life.

You may think you can't live without designer pants and the latest mobile technology, but you can, and so can most people. A small house requires a closet, but people want a big house and a yard. Public transportation is available in many cities, but a late-model expensive car gives the driver the appearance of being lucky.

It is not always easy to determine which products and services satisfy a need and which satisfy a want. The country you live in, your family's economic situation and lifestyle, and the work you do can all help determine whether you need something or not. Many things are purchased because they are necessary. They make your life more comfortable and easier.

People need to use tools and equipment to convert natural resources into products. The products and money used to produce goods and services are called capital resources. Capital resources include buildings, equipment, and supplies. They also include the money needed to build a factory, buy or rent transportation, pay workers, and pay for the goods and services that need to be produced. Many people invest money in businesses, so they need capital to start a business. These people plan to make a profit and make money.

Studying the essence, classification and content of management functions is necessary to regulate the entire management process, because, as we noted above, the content of management as a process is reflected in its functions. Today's modern Western management theory, when classifying management functions, first of all, gives priority to the following main functions:

- planning

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- organizing
- regulating and coordinating
- controlling
- promoting.

The second approach to classifying management functions prioritizes the distribution of management work by specific performers. In this case, a whole system of specific functions is distinguished. For example, in modern Western companies, no less than 20-25 functions related to production are distinguished.

These are:

- main production management
- additional production management
- production support management
- marketing management
- financial management
- quality management
- labor management
- personnel management
- innovation management, etc.

In short, leadership is not a position, but the art of influencing. As artificial intelligence and automation become more widespread, the need for leaders with human values, ethical principles, and the ability to unite a team is greater than ever.

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