

THE CHOICE OF MANAGEMENT STYLE AT SMALL BUSINESS ENTERPRISES

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Abstract

Given thesis is aimed to discuss various types of management styles applicable for companies of small business. Based on collected data, some recommendations are given to improve the process of managing a small business organization.

Keywords. Management method, economic, administrative, control, motivation.

The implementation of management functions and principles at small businesses are carried out through the use of various methods. The main ones are the following:

Administrative methods. They are focused on such motives of behavior as the perceived need for labor discipline, a sense of duty, a person's desire to work in a certain organization, etc. These methods of influence are distinguished by the direct nature of the influence: any regulatory or administrative act is subject to mandatory execution. Administrative methods are characterized by their compliance with legal norms in force at a certain level of management, as well as with acts and orders of higher management bodies.

Economic methods. Economic methods are of an indirect nature of managerial influence. These methods provide material incentives for teams and individual workers; they are based on the use of an economic mechanism.

Social-psychological methods. Sociological methods play an important role in personnel management; they make it possible to establish the purpose and place of employees in the team, identify leaders and provide their support, connect people's motivation with the final results of production, ensure effective communications and conflict resolution in the team. Psychological methods play a very important role in working with personnel, since they are aimed at a specific personality of a worker or employee and, as a rule, are strictly personalized and individual. Their main feature is an appeal to the inner world of a person, his personality, intellect, feelings, images and behavior in order to direct the internal potential of a person to solve



specific problems of the enterprise. Speaking about small business, we can note the fact that small business throughout the world is one of the driving forces of economic, scientific and technological progress, as well as the main organizer of jobs in the economy and the most important strategic factor in sustainable economic development.

The prosperity of the enterprise depends entirely on competent, operational management in the atmosphere of a dynamically developing market. The manager needs to monitor a set of economic data that reflects the current situation.

Today, the process approach has gained widespread acceptance. In this case, management is presented as a process consisting of sequential execution of functions.

Management functions are interconnected and represent a process of a series of interrelated actions. The control system includes the following types of functions:

Planning consists of making a set of decisions with a view to development in the future. This function provides answers to 3 questions: the current state of affairs at the enterprise; goals, objectives; ways to achieve goals.

The organization includes 2 areas:

- formation of a structure of authority, communications;
- coordination of the production process, employee work, regime, work order at the enterprise.

Motivation/stimulation fulfills the objectives of satisfying the needs of employees in return for effective performance of work. Motivation is carried out as follows: identifying employee needs;

giving them the opportunity to satisfy needs through the work they do.

Control allows the company to ensure strict development and achievement of goals.

Control is carried out in the following sequence: development of standards; measurement of actually achieved indicators, comparison with established standards; identifying the causes of discrepancies; determination of actions to clarify plans.

The view of management as a process is applicable to any organization. The process approach indicates the main general stages of management and makes it possible to select stages for a specific company separately.



In the dynamic and competitive landscape of small business enterprises, effective management plays a pivotal role in driving growth, fostering innovation, and ensuring long-term sustainability. Unlike their larger counterparts, small businesses often operate within tighter constraints, requiring astute management strategies tailored to maximize resources and mitigate risks. In this article, we delve into the specific challenges faced by small business managers and explore actionable strategies to enhance organizational efficiency, foster employee engagement, and achieve enduring success.

Embrace Agile Leadership:

Small business managers must adopt agile leadership approaches characterized by adaptability, responsiveness, and a willingness to embrace change. By fostering a culture of innovation and flexibility, leaders can empower their teams to swiftly respond to market shifts, capitalize on emerging opportunities, and navigate challenges effectively. Agile leaders prioritize collaboration, encourage experimentation, and demonstrate resilience in the face of uncertainty, fostering an environment conducive to sustained growth and innovation.

Cultivate a Strong Organizational Culture:

In small businesses, organizational culture plays a pivotal role in shaping employee attitudes, behaviors, and performance. By cultivating a strong and cohesive culture centered around shared values, vision, and goals, managers can foster a sense of belonging, purpose, and alignment among team members. A positive organizational culture promotes employee engagement, enhances retention rates, and fosters a collaborative work environment conducive to creativity and productivity.

Prioritize Talent Development and Retention:

Human capital is a critical asset for small businesses, making talent development and retention imperative for long-term success. Managers should invest in ongoing training and professional development initiatives to empower employees with the skills and knowledge needed to excel in their roles and contribute meaningfully to organizational objectives. Additionally, fostering a supportive work environment, providing opportunities for career advancement, and offering competitive compensation and benefits packages are essential strategies for attracting and retaining top talent in a competitive market landscape.

Leverage Technology for Efficiency and Innovation:



In the digital age, leveraging technology is essential for small businesses seeking to enhance operational efficiency, streamline processes, and drive innovation. From cloud-based productivity tools and customer relationship management (CRM) software to e-commerce platforms and data analytics solutions, technology offers myriad opportunities for small businesses to optimize their operations, expand their reach, and gain a competitive edge in the marketplace. Managers should stay abreast of technological trends and invest strategically in tools and systems that align with their business goals and objectives.

Foster Strategic Partnerships and Collaborations:

Collaboration and strategic partnerships can be invaluable resources for small businesses looking to expand their networks, access new markets, and leverage complementary strengths. Whether through joint ventures, strategic alliances, or industry partnerships, collaborating with like-minded organizations can provide access to resources, expertise, and opportunities that may otherwise be out of reach. By forging mutually beneficial relationships with suppliers, distributors, industry associations, and other stakeholders, small business managers can amplify their impact and drive sustainable growth.

In the dynamic and competitive landscape of small business management, effective leadership, strategic decision-making, and a commitment to continuous improvement are essential ingredients for success. By embracing agile leadership, cultivating a strong organizational culture, prioritizing talent development and retention, leveraging technology for efficiency and innovation, and fostering strategic partnerships and collaborations, small business managers can navigate challenges, capitalize on opportunities, and achieve enduring success in today's rapidly evolving marketplace.

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