

Employee Management and Labor Organization in Small Business and Entrepreneurial Enterprises

Yoldashev Husniddin

A master of the 2nd stage of the Namangan Institute of Engineering and Technology

Abstract: In this article, the importance of employee management in small businesses and entrepreneurial enterprises, effective methods of labor organization, selection and employment of employees, proper organization of the work process, motivation of employees, regular improvement of employee qualifications, work process and conditions for employees creation, as well as how these processes are successfully implemented.

Key words: motivation, work, skills, strategy, business, psychological state, physiological action.



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INTRODUCTION

Small business and entrepreneurial enterprises are an important part of the economy. Although these types of businesses often have limited resources, small teams, and less formalized management systems, they have more flexibility and the ability to make quick decisions than larger businesses. Nevertheless, for the successful development of small businesses, the management of employees and the effective organization of work are very important. Elements such as employee motivation, effective time management, correct distribution of tasks and their training form the basis of labor activity in small business.

Small businesses and entrepreneurship play an important role in the economy because they play a major role in creating new jobs, introducing innovations and ensuring economic growth. However, small businesses differ from large companies with their limited resources, number of employees and relatively less developed management systems. Nevertheless, for the successful development and long-term growth of small businesses, it is necessary to manage employees and organize work effectively.

RESULTS AND DISCUSSIONS

Managing employees in a small business presents its own challenges and opportunities. Effective management determines the efficiency of the company's operation, the motivation of the team and the overall productivity. High efficiency, motivation and skills of employees increase the competitiveness of the business, so it is necessary to organize these processes correctly.

In small businesses, the management system is often simpler and less formal. However, it can be an advantage to implement changes quickly, speed up the decision-making process, and provide direct guidance to employees. Thus, the main task for small business leaders is to choose the right employees, motivate them and maximize their potential. This, in turn, ensures business development and efficiency.

The selection and employment of employees is very important for the development of a small business and for moving to a new stage of development. The process of selecting and hiring employees is very important in a small business because each employee carries a large workload. The skills and attitude of employees directly affect the future success of the company. Care must be taken when choosing employees, because in small businesses employees often have to perform several tasks. Therefore, it is important to choose employees who are ready to perform many tasks, flexible and able to quickly adapt to new conditions.

There should be clear and measurable criteria for selecting employees. In a small business, employees often have to fulfill multiple roles, so their versatility, ability to work independently, and teamwork approach are key factors. On the other hand, creating open and effective communication with employees increases their contribution and participation in the business.

Due to the fact that we mainly carry out work strategies specific to the eastern management system, the employees of the eastern management have the character of expecting some kind of motivation from the leader if they do any work successfully and on time. Motivating employees is of particular importance in a small business. It is necessary to motivate employees so that they can show maximum efficiency from their work. However, motivation should not be limited to financial incentives. Focusing employees on their work and appreciating their achievements, recognizing the results achieved at work also increases motivation.

The motivation system can be implemented in a small business in different ways. First, it is necessary to establish a proper incentive system. Recognizing the achievements of employees and encouraging them positively increases loyalty to the company. This increases their efficiency. Secondly, it is important to create an opportunity for employees to express their opinions and come up with mutual suggestions. Through this, employees feel like a part of the company and their interest in work increases. The motivation system should not depend only on salary, but should also include the following factors:

- Financial and non-financial incentives: Providing incentives to employees such as temporary bonuses, awards, company-provided social packages (health insurance, vacations).
- Setting goals: It is important to set clear and measurable goals so that employees can determine their approach to work. This should be done not only at the individual level, but also at the team level.
- Acknowledgment and recognition: Appreciating employees' work and recognizing their achievements improves their attitude towards work. This method is simple but can be effective.

Another indicator required from a successful leader is the proper organization of the workplace. Effective organization of work processes and optimization of work is very important in small business. Since small businesses have limited resources, work processes need to be streamlined and efficient. Clear definition of work tasks, their effective distribution and proper time management are the basis of successful operation of small businesses.

In order to effectively organize work processes, the tasks of each employee should be clearly defined and distributed according to their qualifications. This, in turn, allows employees to perform their work efficiently and quickly. In a small business, it is necessary to use the working time as efficiently as possible. Therefore, the main goals and priorities of the company should be

clearly defined and the time should be properly planned. Automating and digitizing these processes will also increase efficiency.

In the conditions of globalization, not only techniques and technologies are developing and becoming smarter, but principles and principles, strategies and existing knowledge and experiences are also rapidly improving. This requires the leader to constantly update his knowledge and the knowledge of subordinates and regularly improve their skills. Small businesses need to focus on upskilling their employees. Employees must constantly improve their skills, learn new knowledge and skills. This not only increases their productivity, but also contributes to the development of the company.

It is necessary to organize trainings, seminars, and courses to improve the skills of employees. Through this, employees update their knowledge and acquire new skills. Also, through the mentoring system, new employees can be trained by experienced employees. In small businesses, the training process should be continuous and regular, as it helps to keep employees interested in the work and retain them for a long time. The following methods are effective in improving skills:

- **Trainings and seminars:** In small businesses, it is necessary to regularly train employees and help them acquire new knowledge. It not only improves practical skills but also boosts motivation.
- **Mentoring system:** Training new employees through mentoring relationships with skilled and experienced employees helps them adapt quickly to changes.
- **Career growth opportunities:** Creating career growth opportunities in small businesses motivates employees to work for the long term.

Creation of workplace and conditions for employees also plays an important role in the development of small business enterprises and proper organization of work. The environment in which employees work determines their attitude to work and their performance. In small businesses, the comfort and safety of the workplace is one of the important factors. The physical condition of employees and the psychological conditions in the work environment affect their efficiency and overall work performance. Therefore, it is necessary to make the workplace comfortable and ergonomic.

Small business leaders must create a clean and safe work environment for employees. This has a positive effect not only on their physical condition, but also on their psychological condition. Also, providing employees with opportunities to relax at work, social conditions and full health insurance can be one of the motivating factors for them.

CONCLUSION

In small businesses and entrepreneurial enterprises, personnel management and labor organization is an important factor determining the success of the company. Selection of employees, motivation, improvement of their skills and optimization of work processes allow to create an effective management system and ensure high productivity. For small business leaders, it is necessary to appreciate the achievements of employees, create effective communication, ensure the right working conditions and create opportunities for professional development. Such approaches not only increase the motivation of employees, but also ensure the competitiveness and long-term development of the company. Also, in small businesses, work efficiency can be increased by constantly improving and updating the management system and introducing new technologies. Through these processes, small businesses will have the opportunity not only to increase their internal efficiency, but also to support economic growth.

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