

## Modern Trends in Management and Marketing

**Komilova Mukammal Shavkatovna, Rayimov Maruf Abduraufovich**

*Samarkand state university architecture and construction*

**Abstract:** Modern management and marketing strategies are essential for enterprises to remain competitive in the evolving business landscape. However, existing studies lack a comprehensive analysis of integrating personnel management and digital marketing to enhance labor productivity and organizational growth. This study employs qualitative analysis based on observations and foreign literature to explore contemporary trends in management and marketing. Findings indicate that innovative personnel management, employee motivation, and the use of Internet technologies significantly improve business performance. Results suggest that enterprises should adopt a strategic approach to marketing and human resource management to optimize productivity and consumer engagement. These insights are valuable for business leaders and policymakers seeking sustainable development strategies in the digital economy.

**Key words:** management, marketing, personnel development, digital economy, labor productivity.



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In modern management theory, they talk a lot about people being one of the main components of a company's success, one of its resources. In companies, a modern approach to innovative development requires a special approach to management and marketing. In foreign economically developed countries, organizations devote a lot of time to studying each new employee. To do this, from the very beginning of work, the company's management instills in employees a spirit of independence because people must understand why they work, and not what exactly needs to be done. It is necessary to organize the work so that each employee clearly understands that he works in his own interests, and not within the rules.

Employees of organizations must understand that their actions are necessary for the entire organization, for the manager and for the people with whom they need to work. Awareness of the benefits of their actions helps to increase labor productivity. It is also necessary to organize work so that people can think, make decisions, and develop. Each employee must have the information necessary for work. If necessary, it is necessary to interact with others, ask if something causes difficulties in the work process. This is necessary in order to better complete a task or project.

Thus, the ability to make decisions, search for information, interact with the environment allows employees to work more efficiently. This approach increases people's interest in work. Everyone should feel their importance and the need for their work for the entire enterprise.

At the same time, it is necessary to encourage good employees. This way you can motivate your team to work and become better, stand out from the rest and show high-quality work, which is the main factor in high-quality labor productivity.

Nowadays, there is quite close competition in almost any field. Therefore, in addition to high-quality marketing strategies, you need to take the right approach to personnel management. In Japanese trade organizations, a lot of time is devoted to each employee. When choosing each employee, trade organizations pay attention to appearance, education, the level of information on different types of goods and, most importantly, to improving the skills of employees and testing them. At the same time, so that employees value their work, entrepreneurs reward them with good wages or other types of remuneration.

In addition to personnel management, organizations try to work and provide high-quality services. To do this, you need to understand what quality is and what approach is needed for the buyer.

Usually, many organizations, in order to evaluate their work and identify their shortcomings, conduct social surveys among their customers (users). For this, organizations allocated a lot of time for the survey, separate employees were allocated to conduct social surveys.

Modern development of IT (Internet technologies) gives huge privileges to qualitatively and quickly find out what exactly the consumer needs. Such information is valuable because organizations can receive information in electronic form and develop those aspects that the consumer does not like.

IT (Internet technologies) is a new stage in the development of the digital economy.

Internet marketing provides huge opportunities in the development of organizations.

Especially if a new enterprise that is just entering the competitive environment with the help of Internet marketing can save huge amounts of money that is required for advertising a new product or service. With the help of IT (Internet technologies), you can release more detailed information (video, audio, inscriptions) and immediately learn comments from users (consumers), which makes it possible to take the right approach to the development of entrepreneurship.

Conclusion: In organizations, management plays a major role in personnel management. Correct personnel management provides huge opportunities to achieve a high level of labor productivity. Speaking about marketing, in the modern market, where there is huge competition, it is necessary to choose the right strategy for developing entrepreneurship. This gives the opportunity to develop the enterprise and have its own consumers.

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