



STRATEGIK MENEJMENT VA KICHIK BIZNESNING BARQAROR RIVOJLANISHI

Suyunov Dilmurod Xolmurodovich

Biznes va tadbirkorlik oliy maktabi iqtisod fanlari doktori professor

Ochilova Feruza Mirmaxmudovna

O'zbektelekom" AK " Telekommunikasiya va personalni rivojlantirish markazi"

Xodimi Biznes va tadbirkorlik oliy maktabi, tinglovchisi

Annotatsiya: Ushbu maqolada strategik menejmentning kichik biznes subyektlari rivojida o'rin va ahamiyati yoritilgan. Kichik biznesni barqaror rivojlantirish uchun strategik rejalashtirish, tashqi va ichki muhit tahlili, resurslarni samarali boshqarish, innovatsion yondashuvlar hamda ekologik va ijtimoiy barqarorlik masalalari muhim omil sifatida ko'rib chiqilgan. O'zbekiston sharoitida kichik biznesning holati, mavjud muammolar va ularni strategik yondashuv asosida hal qilish zaruriyati asoslab berilgan.

Kalit so'zlar: Strategik menejment, kichik biznes, barqaror rivojlanish, rejalashtirish, innovatsiyalar, raqobatbardoshlik, tahlil, strategik qarorlar, O'zbekiston iqtisodiyoti.

Annotation: This article highlights the role and importance of strategic management in the development of small business entities. It emphasizes the necessity of strategic planning, internal and external environmental analysis, efficient resource management, innovation, and ensuring environmental and social sustainability for long-term growth. The article also discusses the current state of small businesses in Uzbekistan, identifies key challenges, and substantiates the need for a strategic approach to address them effectively.

Keywords: Strategic management, small business, sustainable development, planning, innovation, competitiveness, analysis, strategic decisions, Uzbekistan's economy.



Kichik biznes har qanday mamlakat iqtisodiyotida muhim o'rin egallaydi. Raqobatbardosh iqtisodiyotni shakllantirish, bandlikni oshirish, innovatsiyalarni joriy qilish va ijtimoiy barqarorlikni ta'minlashda kichik tadbirkorlik subyektlari hal qiluvchi ahamiyatga ega. Ushbu jarayonning muvaffaqiyati ko'p jihatdan samarali strategik menejmentga bog'liq. Strategik menejment — bu tashkilotning uzoq muddatli maqsadlariga erishish uchun resurslarni boshqarish, tashqi va ichki muhitni tahlil qilish, ustuvor yo'nalishlarni belgilash va aniq choralarni amalga oshirish tizimidir.

Strategik menejmentning mohiyati va bosqichlari

Strategik menejment quyidagi bosqichlarni o'z ichiga oladi:

Tashqi va ichki muhitni tahlil qilish (SWOT, PEST, BCG tahlillar)

Missiya va strategik maqsadlarni belgilash

Strategiyalarni ishlab chiqish va amalga oshirish

Natijalarni monitoring qilish va baholash

Kichik biznes uchun bu bosqichlarning har biri muhim, chunki ularning imkoniyatlari cheklangan bo'lishi mumkin, biroq moslashuvchanlik darajasi yuqori.

Kichik biznesda strategik rejalashtirishning roli

Strategik rejalashtirish kichik biznes subyektlariga:

Raqobatchilarni oldindan ko'ra bilish,

Bozor o'zgarishlariga tez moslashish,

Resurslardan samarali foydalanish,

Innovatsion yondashuvlarni tatbiq etish,

Moliyaviy barqarorlikni saqlash imkonini beradi.

Barqaror rivojlanishning tarkibiy qismlari

Barqaror rivojlanish kichik biznes uchun faqat iqtisodiy foyda emas, balki ekologik va ijtimoiy mas'uliyatni ham o'z ichiga oladi. Bunga quyidagilar kiradi:

Atrof-muhitga zarar yetkazmaslik,

Mahalliy jamoalar bilan hamkorlik qilish,

Ishchi kuchining rivojlanishi va ijtimoiy himoyasi.

4. O'zbekistonda kichik biznesni strategik rivojlantirish holati

O'zbekistonda kichik biznesni qo'llab-quvvatlash davlat siyosatining ustuvor yo'nalishlaridan biridir. Kreditlar, soliq imtiyozlari, inkubatorlar va texnoparklar orqali qo'llab-quvvatlash mexanizmlari yaratilgan. Biroq strategik menejment madaniyatining sustligi, raqamli texnologiyalarni to'liq joriy etilmaganligi va strategik fikrlovchilarning kamligi kabi muammolar mavjud.

Xulosa: Kichik biznesning barqaror rivojlanishini ta'minlashda strategik menejment muhim rol o'ynaydi. U nafaqat iqtisodiy samaradorlikni oshirish, balki tashkilotning uzoq muddatli barqarorligini ta'minlashda ham asosiy omil hisoblanadi. O'zbekiston sharoitida kichik biznes subyektlari strategik fikrlashni kuchaytirish, raqamli texnologiyalarni kengroq joriy qilish va tashqi muhitga moslashuvchan yondashuvni rivojlantirish orqali o'z faoliyatini yanada barqaror qilishi mumkin.

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