

**METHODS OF INCREASING MANAGEMENT EFFICIENCY THROUGH THE USE  
OF DIGITAL TECHNOLOGIES**

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**ANNOTATION:** This article analyzes the impact of digital technologies on management processes and methods for increasing management efficiency with their help. During the study, the impact of digital management systems, automated planning and monitoring mechanisms on the activities of the organization was studied.

**KEYWORDS:** digital technologies, digital management, management efficiency, automated management systems, digital transformation, decision-making, monitoring and control.

Today, globalization, increased competition, and the rapid development of information and communication technologies require completely new approaches to management systems. Traditional management methods are no longer effective in the complex and fast-paced environment of modern organizations. Therefore, the introduction of digital technologies into management processes and their rational use are emerging as one of the important factors in increasing management efficiency.

Digital technologies, in particular, information systems, artificial intelligence, big data (Big Data), cloud technologies, and automated management platforms, allow managers to make quick and informed decisions, use resources effectively, and optimize organizational processes. These technologies ensure the transparency of management processes, and improve control and monitoring mechanisms.<sup>1</sup>

Digital management systems also help reduce human error, save time and costs, and ensure the sustainability of the organization's activities. The importance of digital tools in evaluating employee performance, planning work processes, and strengthening executive discipline is increasing. The use of digital technologies, especially in the activities of public administration and educational institutions, is taking the quality of management to a new level.

This article analyzes the main methods of increasing management efficiency through the use of digital technologies, their advantages and practical significance. It also highlights the problems that arise when implementing digital management systems and ways to overcome them.

**Research methodology**

This study used a comprehensive methodological approach to determine the impact of digital technologies on management efficiency. Theoretical and practical analysis methods were used in the research process. In particular, scientific literature, regulatory legal documents, foreign and domestic studies were analyzed, and conceptual approaches to digital management were studied. Also, the role and functions of digital technologies in management processes were clarified using the systematic analysis method. The effectiveness of digital management mechanisms with traditional management methods was compared using the comparative method. As part of the empirical analysis, the impact of electronic document management, automated planning and monitoring systems introduced in organizations on management efficiency was studied.

**Research results**

<sup>1</sup> Drucker P. F. Management: Tasks, Responsibilities, Practices. — New York: Harper & Row, 2008.

The research results showed that the introduction of digital technologies into management processes significantly increases the efficiency of the organization's activities. First of all, digital management systems accelerate the decision-making process, allowing managers to rely on accurate and reliable information in real time. This helps to improve the quality of strategic and operational decisions.

Automated management tools also play an important role in increasing labor productivity, strengthening executive discipline, and reducing errors related to the human factor. It was found that the efficiency of using time and material resources increased through electronic document management and digital monitoring systems.

The results of the study also showed that digital technologies enhance communication and cooperation between employees, ensure transparency of management processes. In particular, remote management, online platforms, and analytical programs are becoming an important factor in increasing the flexibility of the organization's activities and ensuring competitiveness.<sup>2</sup>

In general, it has been scientifically proven that the effective use of digital technologies serves to modernize management systems, improve management efficiency, and ensure the sustainable development of organizations. The results of the study show that the introduction of digital technologies into management processes is becoming an important and indispensable factor in increasing management efficiency in the activities of modern organizations. The rapid development of information and communication technologies allows for a radical improvement of management systems, the organization of decision-making processes in a fast, accurate and transparent manner.

With the help of digital management tools, the processes of planning, monitoring and evaluating organizational resources are optimized, and time and material costs are significantly reduced. Electronic document management, automated management systems and analytical platforms reduce errors due to the human factor and strengthen executive discipline. This, along with improving the quality of management decisions, has a positive effect on the overall efficiency of the organization's activities. Digital technologies also provide openness and transparency in management processes and enhance interaction between managers and employees. The expansion of remote management capabilities, the introduction of real-time information exchange and rapid analysis mechanisms increase the adaptability of organizations to a changing environment. As a result, organizations will be able to strengthen their competitiveness and achieve sustainable development.

In conclusion, the rational and systematic use of digital technologies is of great importance in modernizing management systems, increasing management efficiency, and achieving long-term strategic goals. Therefore, the formation of a digital management culture in organizations, the development of digital competencies of managers, and the consistent introduction of innovative technologies are emerging as urgent tasks.

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<sup>2</sup> Drucker P. F. Management: Tasks, Responsibilities, Practices. — New York: Harper & Row, 2008.

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