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Actual Problems of Business Management in Modern Conditions

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Abstract: The article is devoted to the actual problems of business management in modern conditions. The paper examines the basic concepts and principles of organization management, analyzes external and internal factors affecting business efficiency. Special attention is paid to the current trend in management, such as sustainable development. The article will be useful for students, teachers, as well as practicing managers who want to expand their knowledge in the field of business management.

Key words: business management, management, organization, strategic planning, marketing, finance, personnel, innovation, sustainable development, leadership.

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Introduction:

Business management is a broad and multifaceted field that includes various elements of planning, organization, management and control of the company's activities and resources. Regardless of whether you are a business owner, manager, or just planning to become one, it is important to be aware of the key principles and methods of business management. In this article, we will analyze the functions of a business manager, the necessary skills and qualifications, as well as available career prospects.

Business management includes the formulation of goals and strategies that correspond to the vision and mission of the organization, as well as their implementation and evaluation. It is also responsible for overseeing operations, financial flows, human resources, marketing and customer interaction, while ensuring their effectiveness and compliance with ethical standards. In addition, business management actively engages with internal and external stakeholders such as employees, investors, suppliers, customers, regulators and competitors, creating and maintaining positive relationships with them.

It should be noted that many commercial organizations face setbacks in the shortest possible time due to a lack of clear and consistent goals. Management is a process aimed at achieving certain

results. In the absence of such results, the entire system is in danger of destruction. Thus, the head of any business must clearly understand what goals he is trying to achieve.

There are many categories of goals:

- Main objectives. They can include global aspects and form the foundation of the current business management system.
- Secondary goals can accompany the production process and contribute to the achievement of the main goals. However, their implementation is not always possible within the framework of the existing management system.
- The final goals are the results that the organization strives to achieve in the course of its activities. Such goals include increasing profits in the long term, increasing sales, expanding production capacities, opening new branches and other similar tasks.
- Intermediate goals are the stages that arise during the course of the activity and contribute to the achievement of the main objectives.

Business management is constantly facing new challenges associated with a rapidly changing world. A serious problem for business management today is the creation of sustainable development. Increasingly frequent natural disasters, environmental pollution, and depletion of natural resources all have a significant impact on business processes and require companies to review their production and consumption models. Consumers, investors and employees increasingly expect companies to be socially responsible. They want to see that business makes a positive contribution to society and solves social problems. The problem of creating sustainable development in business management is one of the most urgent today. Companies that can successfully integrate the principles of sustainable development into their activities will gain significant competitive advantages and ensure the long-term success of their business.

Methods:

The study of sustainable development in business management requires an integrated approach combining both quantitative and qualitative methods. Each of these methods makes a unique contribution to understanding the complex relationships between business and sustainable development. Some aspects of sustainability are difficult to quantify, such as the social impact or reputation of a company. Qualitative methods allow you to get deeper into these nuances. The business environment is constantly changing, and what was relevant yesterday may not be relevant today. Combining methods allows you to adapt to these changes and get more relevant results.

In 2015, the United Nations unveiled the 2030 Agenda for Sustainable Development, which contains the Sustainable Development Goals. Uzbekistan has actively joined the global sustainable development agenda. The country has committed itself to achieving all 17 SDGs and has developed a national action plan for their implementation. They are aimed at solving global problems such as poverty, inequality, climate change, and building a more equitable and sustainable future. Uzbekistan demonstrates significant efforts in the implementation of the Sustainable Development Goals (SDGs). The country is actively integrating the principles of the SDGs into its national development policies and strategies. Uzbekistan has developed and approved a national action plan to achieve the SDGs, which indicates a serious attitude to this problem at the state level. The principles of the SDGs have been integrated into many strategic documents of Uzbekistan, such as the Development Strategy of the New Uzbekistan for 2022-2026. As a result, there is a growing understanding of the importance of the SDGs in society, various information campaigns and events are being held.

Results:

A number of significant steps are being taken in Uzbekistan to organize the sustainable development of business management. The country is actively integrating the principles of sustainable development into its economic policy and business environment. Sustainable Development Goals (SDGs) The UN has become an integral part of Uzbekistan's national development strategy. Many companies have started to include the achievement of the SDGs in their business plans. Laws and regulations are being adopted aimed at stimulating sustainable business development. For example, environmental standards are being introduced, renewable energy sources are being supported, and special economic zones with preferential conditions for environmentally friendly industries are being created. Investments are directed to the development of infrastructure that contributes to sustainable development, such as transport infrastructure, water supply and sanitation systems, and energy-efficient buildings. In addition, the government supports small and medium-sized businesses by helping them implement environmentally friendly technologies and social initiatives, and various events are held aimed at raising awareness of business and society as a whole about the importance of sustainable development. Uzbekistan also actively cooperates with international organizations and countries in the field of sustainable development, attracting investments and technologies.

Today, many companies show impressive examples of how economic interests can be successfully combined with environmental and social responsibility. Global leaders in sustainable development include companies such as Patagonia, Unilever and Tesla. Patagonia is a sportswear brand that is known for its ardent environmental protection. The company actively participates in environmental campaigns, uses organic cotton and recycled materials, and encourages its customers to repair clothes instead of buying new ones. Unilever is one of the world's largest manufacturers of consumer goods, Unilever has set an ambitious goal to achieve zero environmental impact by 2039. The company is actively working to reduce greenhouse gas emissions, use renewable energy sources and reduce plastic waste. Elon Musk's Tesla company has revolutionized the automotive industry by creating electric vehicles that significantly reduce emissions of harmful substances into the atmosphere. Tesla is also actively working on the development of renewable energy. These companies and initiatives demonstrate an innovative approach to doing business, adapting their models to the requirements of sustainable development. Many of their projects are aimed at improving the lives of local communities and creating new jobs.

It should also be noted that many energy companies are switching to renewable energy sources such as solar and wind. Some companies even offer their customers the opportunity to buy green energy. Several companies in Uzbekistan are investing in solar and wind energy by installing solar panels on their enterprises and building roofs. This not only reduces dependence on traditional energy sources, but also reduces greenhouse gas emissions. Many enterprises are implementing energy efficiency programs, updating equipment and optimizing production processes to reduce energy consumption.

In the food industry, more and more companies are betting on organic production, reducing food waste and treating animals ethically. Some farms are switching to organic farming, abandoning the use of chemical fertilizers and pesticides. This contributes to the conservation of soil and biodiversity. Drip irrigation systems are also being added to agriculture. The widespread introduction of drip irrigation systems makes it possible to significantly reduce water consumption in agriculture, especially in arid climates.

Discussion:

As a conclusion, the following conclusions can be drawn. Sustainable business development is a complex task that requires a systematic approach and continuous improvement. It is necessary to

consider sustainable development not as an additional burden, but as an integral part of the business model. This means that environmental and social aspects must be integrated into all business processes. Companies, in turn, should set clear and measurable goals in the field of sustainable development, for example, reducing greenhouse gas emissions, improving energy efficiency, and improving working conditions for employees. It is necessary to form a corporate culture in which sustainable development is one of the key values. This can be achieved through training employees, involving them in the decision-making process and creating appropriate incentives. It is necessary to look for ways to reduce the consumption of water, energy and raw materials, which can be achieved through the introduction of new technologies, optimization of production processes and the transition to more environmentally friendly materials. Also, the state should create a transparent and stable regulatory environment that encourages companies to implement the principles of sustainable development. In addition, it is very important to inform the public about the importance of sustainable development and encourage consumers to choose products and services from companies that adhere to the principles of sustainable development. The implementation of the principles of sustainable development requires an integrated approach and joint efforts of business, government and society. The fact is that investments in sustainable development not only contribute to the preservation of the environment, but also ensure the long-term success of companies and increase their competitiveness.

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