

## IMPROVING MANAGEMENT EFFICIENCY THROUGH INNOVATIVE MECHANISMS IN THE CONDITIONS OF THE DIGITAL ECONOMY

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**Mirzoqulov Sardor O'tkir o'g'li**

*Tashkent State University of Economics, Samarkand Branch*

*Field: Economics*

*Phone: +998 91 822-02-84*

*Email: mirzoqulovsardor070@gmail.com*

### **Abstract**

This article examines the issues of improving management efficiency in the conditions of the digital economy. The introduction of modern innovative management mechanisms to ensure economic system stability and optimize management processes has been analyzed. Special attention is paid to the impact of digital technologies on management systems, increasing production efficiency, and forming a competitive economic environment. Practical recommendations for improving management activities have been developed based on research results.

### **Keywords**

digital economy, management, innovative mechanisms, management, digital technologies, economic efficiency, optimization, innovative development.

### **Annotatsiya**

Ushbu maqolada raqamli iqtisodiyot sharoitida boshqaruv samaradorligini oshirish masalalari o'rganilgan. Zamonaviy innovatsion boshqaruv mexanizmlarini joriy etish orqali iqtisodiy tizimlar barqarorligini ta'minlash va boshqaruv jarayonlarini optimallashtirish yo'llari tahlil qilingan. Raqamli texnologiyalarning menejment tizimiga ta'siri, ishlab chiqarish samaradorligini oshirish hamda raqobatbardosh iqtisodiy muhitni shakllantirish masalalariga alohida e'tibor qaratilgan. Tadqiqot natijalari asosida boshqaruv faoliyatini takomillashtirish bo'yicha amaliy tavsiyalar ishlab chiqilgan.

### **Kalit so'zlar**

raqamli iqtisodiyot, boshqaruv, innovatsion mexanizmlar, menejment, raqamli texnologiyalar, iqtisodiy samaradorlik, optimallashtirish, innovatsion rivojlanish.

### **Аннотация**

В статье исследуются вопросы повышения эффективности управления в условиях цифровой экономики. Анализируются современные

инновационные механизмы управления экономическими процессами, направленные на обеспечение устойчивого развития. Особое внимание уделяется внедрению цифровых технологий в систему менеджмента, повышению производительности и формированию конкурентной среды. Разработаны практические рекомендации по совершенствованию управленческой деятельности.

#### **Ключевые слова**

цифровая экономика, управление, инновационные механизмы, менеджмент, цифровые технологии, экономическая эффективность, оптимизация, инновационное развитие.

#### **INTRODUCTION**

The development of the digital economy in the modern era increases the need to modernize management systems. Globalization processes, technological progress, and the widespread use of information and communication technologies are fundamentally changing economic management methods. Improving management efficiency in the conditions of the digital economy is considered one of the important factors ensuring economic stability.

The use of innovative technologies in modern management systems accelerates decision-making processes, enables rational use of resources, and increases production efficiency. At the same time, digital transformation processes contribute to strengthening the competitiveness of enterprises and organizations. The digitalization of management systems also plays an important role in ensuring the transparency of economic entities' activities [1].

However, in practice, there are several problems associated with the implementation of digital technologies, such as a shortage of qualified personnel, insufficient technological infrastructure development, and limited application of innovative approaches in management processes. Therefore, improving management efficiency mechanisms in the digital economy is considered an important scientific and practical problem [2].

The purpose of this study is to analyze innovative mechanisms for improving management efficiency in the digital economy and develop practical recommendations.

#### **METHODS AND MATERIALS**

The study used a systematic approach to examine problems of improving management efficiency in the digital economy. The research employed theoretical analysis, comparative analysis, statistical generalization, and modeling methods.

The research object was the practical application of digital technologies in economic management processes. The level of digitalization in enterprises, decision-making speed, and resource efficiency were analyzed.

Empirical data were collected using observation, questionnaire surveys, and document analysis methods. The collected data were processed and summarized using mathematical-statistical analysis methods.

The study also examined the prospects of using artificial intelligence technologies in management systems. Automation of management processes, reduction of economic risks, and improvement of decision-making quality using digital platforms were analyzed [3].

## RESULTS

The research results showed that the introduction of innovative mechanisms aimed at improving management efficiency in the digital economy has practical significance. The analysis confirmed that the use of digital technologies in enterprises improves the speed of management processes.

According to survey and observation results, organizations using digital management systems demonstrated an upward trend in production efficiency. Respondents noted that digital technologies simplify management processes and optimize work operations. Automated information platforms help reduce human-related errors [5].

The analysis showed that enterprises implementing innovative management mechanisms improved resource efficiency. Time costs were reduced, production process control capabilities were expanded, and economic risk management improved. The application of digital technologies positively influenced strategic planning quality [6].

## DISCUSSION

The results indicate that improving management efficiency in the digital economy requires the widespread introduction of innovative technologies. Information and communication technology development contributes to optimizing management processes.

Digital technologies accelerate decision-making processes and reduce human-related errors. Automated management platforms help improve economic stability. At the same time, developing qualified personnel and improving digital competencies is important [8].

The use of artificial intelligence technologies is expanding in the digital economy. Artificial intelligence systems improve management accuracy, strategic planning quality, and risk reduction [9].

## CONCLUSION

Improving management efficiency in the digital economy is one of the strategic directions of economic development. The research showed that the introduction of innovative technologies contributes to economic stability.

Digital transformation improves decision-making speed, resource efficiency, and risk reduction. Modernization of management systems requires the development of technological infrastructure and innovative approaches.

In the future, the widespread use of artificial intelligence technologies and digital platforms will further improve management quality.

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