

**CURRENT TRENDS AND FUTURE PROSPECTS IN BUSINESS
MANAGEMENT ANALYSIS INTEGRATION**

To‘xtamurodova Dilnavo

“Silk Road” International University of Tourism and Cultural Heritage

Department: Business Management

BM-125 Lang 109: Academic Research and Writing

Instructor: Mrs Khilola Turaqulova

Abstract

As it is seen that the demand for business management is increasing rapidly. The study shows that the most important aspects of illustration of new critical instructions to improve competitiveness and productivity in this digital age. This topic is totally managed by the technical growth of technologies that are being used a lot in many fields in recent years. Huge information analytics, smart tools, machine learning, and artificial intelligences are important for data-driven deciding. The integration of critical approaches is essential in managerial processes to enhance the efficiency in business. Contemporary methods including huge data analytics, innovative technologies, and machine learning give deep insights into market processes. It opens the way for knowing about new facilities to understand easily and it decreases the risks with high probability. The ability of quick flexibility and informing context of globalization play an essential role in integration of smart tools to business development. Achievement in the digital age demands companies to be flexible to current innovations, and to create adoptive strategic methods which enable quick adaptation to changes, also demonstration of artificial intelligences. The roots of this

section advice that businesses that analyse into their management skills, can achieve financial advantages like improved adaptation, operational sustainability and innovative capabilities. The vitality of these analytical tools and processes that maintaining successful business management.

Key words: *Big data analytics, artificial intelligence, innovative technologies, machine learning business management.*

Introduction

In current times, the demand for business is demonstrating considerably higher rates and percents than over the past ten years meaning that many people are undoubtedly training with different types of business. To make it successful and maintaining it, there are some studies by different researchers, that will be useful and effective in starting business management. All the large companies and organizations should follow regular strategic approaches to create another successful business in global business. Therefore the use of big data analytics and innovative technologies enable to marketing processes to be substantial and supportive. This artificial intelligence is regarded as main aspect of analytical integrating. It is clear that there always huge comparison between large organizations to grow rapidly and create new products that make a way to increase the effectiveness and productivity in industries. Fosso Wanna et al.(2024) researched that identifying the role of analytics with opportunities that illustrate how strategic integration of analytical knowledges and innovations can contribute to productive growth. This article includes vital strategies, applications and effective operations. Yalcin and Rane (2022) said that at the time of decision-making in business, entrepreneurs should focus on multi-criteria method which provide them with crucial and critical deep insights according to integrating of advanced technologies and applications. These strategic significance of big data analytics and smart tools is absolutely apparent in navigating the complexities of current business

landscapes, increasing the flexibility to quick changes and anticipating future phenomena with enhanced machine learning and advanced technologies.

Analysis of current trends in business management

It is widely spread that analysis in current business environment and integrating of business management is regarded as important strategy. As market conditions changing rapidly, increasing competitiveness, and diversity of customer demands, managers can totally not rely on traditional decision-making method. According to many perspectives, different approaches based on business management is widely spreading. Not only most of large companies no longer use experience or expectation, but also they are absolutely attempting due to real statistic informations and analytical results, which would be considerably better to make or to get expected profit rather than taking risk. This, especially, serves to increase the sustainability. In current times, financial reports, trade rates, customer behaviours and big datas in huge scale related to internal processes are gathered by business analytics. Therefore, company leaders might identify some challenges before it happens and use the opportunities effectively. Some advanced analytical devices like business analytics, data visualization and performance monitoring are being used widely. These innovative technologies facilitate managers to consider complex processes clearly in a easy way and to conclude. Thus, analyzing in real regime time plays the main role among current tendencies. While decision-making was based on over the past periods in the past, there is now opportunity to value rapidly current condition. It also provides with fast and adaptive decision-making. As a result, business management is becoming quite clear transparent and effective. Rana et al (2021) Explorer that there are some bad sides of incorporating innovative technologies into business management which means that it may cause to reduce the competitiveness and productivity, and may result with unuseful integrating and management of artificial intelligences. Yalcin et al. (2022) researchers that it is really important the usage of

multi-criteria approach in business management as there is so beneficial aspects of using it. Hallikas et al.(2021) researched inform.

The effect of analysis integration to the business strategy and operational processes

Not the business analysis integration is affecting to strategic decisions, but it also affecting strongly to daily operational processes. Analytical informations give the opportunity to accomplish more clearly long-term planning and anticipating market templates in creating strategy. For example, most of business entities can identify which field should be invested via market segmentation and the analysis of competitors. It could also reduce to waste the human resources. According to another research, Silva and Kristoffersen (2021) demonstrated that the role of digital transformation in advanced analytical tools in organizations. Analysis integration usually serves to optimise the processes in the level of operating. Therefore, productivity is increased as result of producing, logistic and serving in many fields by big data analytics such as extra stocks are decreased or the issue of scarcity is prevented by anticipating the demand. This undoubtedly decreases the expenses and accomodate consumers' needs. Moreover, analytical approach are also playing an essential role in the managing of human resources. Analytical tools are widely used in costing the employees efficiency, identifying the needs for gaining qualification and in developing motivation systems. As a result, reliable and effective management environment will be shaped. In general, the results of analytics will create the opportunity to control the business processes as sole system and will increase the general competitiveness of industry. Moreover, the study shows that significance business analytics culture in gaining organizational incomes Fosso Wampa et al. (2024). There are many positive aspects of using analytical devices that they can increase competition in global market, that will cause to improve the quality of good quite adequate. In order to operational effects of huge information analysing devices,

the flexibility for modern innovations like artificial intelligence and huge information analysing devices makes a way to optimise, to improve the quality of deciding and to foster new strategies in business.

The future prospects of analysis integration in business management

It is expected that business management and analysis integration will considerably increase. As the processes of digital transformation accelerate rapidly, companies mostly refer to automation and intellectual analysis systems. As it is seen that artificial intelligence and machine learning technologies help to identify the business plans. These innovative tools reproduce the informations in large scales and reduce to cause some mistakes because of human factor. The results of forecasting plays a vital role in future prospects of analysing. Not only companies make a decision according to existence of condition, but they also decide based on probability of anticipating. It helps to defeat the business from threats and to provide the stable development. Especially, this approach is crucial in making financial plan and managing the risks. Therefore it became important method for all level of managers in the future that using analysis integration. It is expected that analytical deciding and using the datas correctly is considered as the main competecies. As a result business management will become quite professional, flexible and effective. In overall, business management and analysis integrating will become one of main factors of organizations success. These innovative tools reproduce the informations in large scales and reduce to cause some mistakes because of human factor. Most of authors' research shows that how social media could help strategic approach and competitive analysis. For example, Shet et al.(2021) referred that it is really important to contribute to the successful illustration of information analytics in human resource management.

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