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**TECHNOLOGY AND AUTOMATION IN MANAGEMENT IN
UZBEKISTAN**

Umarova Zevi Odilovna

Teacher at the Department of Economics and Management

Jizzakh Polytechnic Institute

zeboumarova1967@gmail.com

Kurbonov Bekzhon

Student at Jizzakh Polytechnic Institute

Technology and automation play a key role in modern management, ensuring efficiency, accuracy and speed of information processing. With the rapid development of digital solutions, companies are increasingly turning to automation of routine processes, which frees up time for strategic planning and making more informed decisions.

The implementation of project management systems, CRM and ERP systems helps to simplify communication between departments, improve resource management and improve the level of customer service.

The relevance of technology in management is also evident in the use of big data analytics, which allows organizations to gain valuable insights into customer behavior and market trends. Artificial intelligence and machine learning are opening up new horizons for predictive analytics, allowing companies to more accurately forecast demand and optimize inventory.

In addition, remote teams and hybrid work models require new approaches to management, where technology becomes the glue. Virtual collaboration platforms, video conferencing and cloud solutions provide the flexibility and availability of information anytime, anywhere.

Thus, technology integration and process automation not only improves operational efficiency, but also promotes innovation, allowing companies to adapt to rapidly changing market conditions and remain competitive.

Various automation technologies are actively used in management, which help to increase efficiency and optimize processes. One key technology is project management systems such as Trello, Asana and Microsoft Project, which help organize tasks, track progress and improve team communication.

CRM systems (for example, Salesforce, HubSpot) are also widely used to automate customer relationship management, track sales and analyze customer behavior. ERP



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systems (for example, SAP, Oracle) integrate all key business processes into a single platform, which contributes to more efficient resource and financial management.

Additionally, big data analytics tools such as Tableau and Power BI allow you to collect and analyze large volumes of information, providing valuable insights for decision making. Artificial intelligence and machine learning are also finding applications in management, allowing automation of routine tasks and predicting trends based on historical data.

Virtual collaboration platforms (e.g. Slack, Zoom) enable effective collaboration between remote teams. All these technologies help companies adapt to changing market conditions and increase their competitiveness.

In recent years, Uzbekistan has seen an active introduction of technology and automation into management, which contributes to the modernization of various sectors of the economy and increasing the efficiency of business processes. Government agencies and private companies are beginning to use modern information technologies to optimize management, increase transparency and improve the quality of services.

One of the significant steps has been the introduction of electronic government systems, such as electronic government services, which allow citizens to obtain necessary documents and services via the Internet. This not only simplifies the process of interaction with government agencies, but also reduces corruption risks.

In business, CRM systems are actively used to manage customer relationships, which allows companies to better understand the needs of their customers and tailor their offers. ERP systems help integrate various business processes, which contributes to more efficient resource management and cost reduction.

In addition, interest in data analytics and artificial intelligence is growing. Companies are beginning to use analytics tools to process large amounts of information, allowing them to make more informed decisions and predict market trends.

An important aspect is also the development of platforms for remote work and joint interaction, which is especially important in the context of global changes and a pandemic. These technologies help keep teams connected and provide flexibility in project management.

Thus, technology and automation in management in Uzbekistan are becoming important development factors, helping to increase the competitiveness of both government agencies and the private sector.



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