

EFFECTIVE PROSPECTS FOR IMPLEMENTING DIGITAL GOVERNANCE IN THE ENTERPRISES

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ABSTRACT	KEYWORDS
<p>This article deals with the importance, stages and benefits of implementing digital governance in enterprises. Digital management includes modern management systems that serve to optimize business processes, accelerate decision-making and increase efficiency. The article describes the main stages of the digital transformation process - analysis of technological opportunities, data digitalization, implementation of automation systems, personnel training and constant monitoring. It also analyzes the role of digital governance in increasing efficiency, reducing costs, and ensuring competitiveness for businesses. The article serves as a useful guide for entrepreneurs and managers interested in implementing digital technologies.</p>	<p>Digital management, digitalization, automation, business processes, technological transformation, efficiency, innovation, enterprise management, competitiveness, ERP system, CRM system, data analytics.</p>

Introduction

Today, the digital business model of industrial enterprises should be such that it should cover all consumers, the organization of marketing and advertising activities and production processes with customer convenience, packaging, product description and rules of use, the benefits or benefits of the product. Moreover, with a certain share of basic products in the total volume of production, it is possible to create a business model aimed at achieving a large profit from basic products by increasing the volume of sales in separate products.

Business model is a structure of business processes that determine the relationship between employees, consumers and partners in production, marketing and sales that are used to plan, control and correct the activities of the organization. A business model is a logical, schematic description of a business that is designed to help assess the key factors of an organization's success. According to our studies, the first business models for organizing innovative management of enterprises were developed in the 30s of the twentieth century, which in the economic literature is called "Technological impetus".

In the period after the 80s of the twentieth century, the main focus of enterprises was on the organization of innovation management of innovation processes and knowledge in the interaction of knowledge. At the same time, it was directed to control implementation of innovative functions of enterprise in parallel in the divisions within its organizational structure.

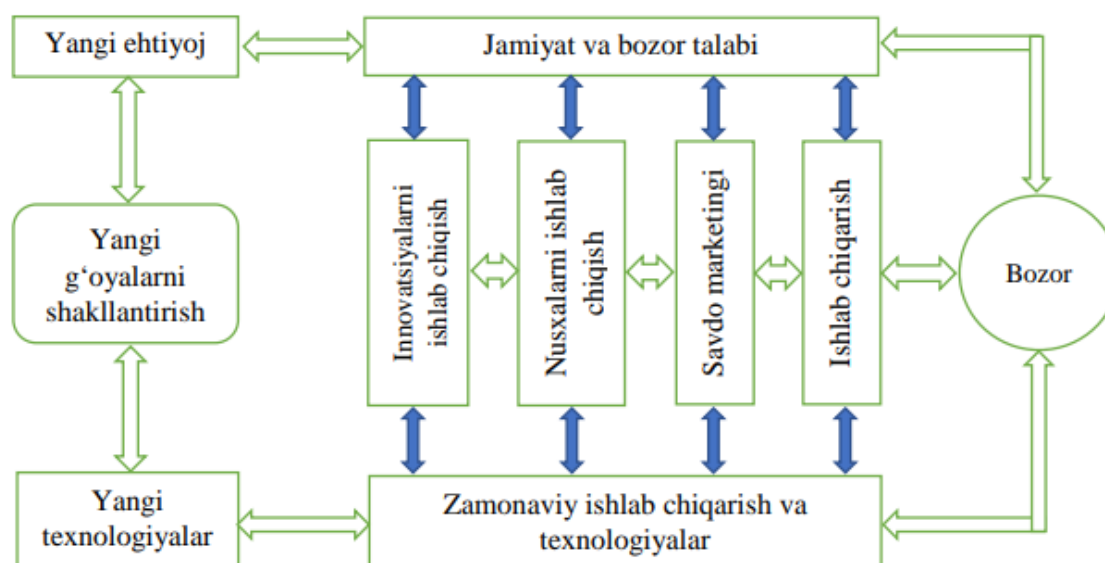
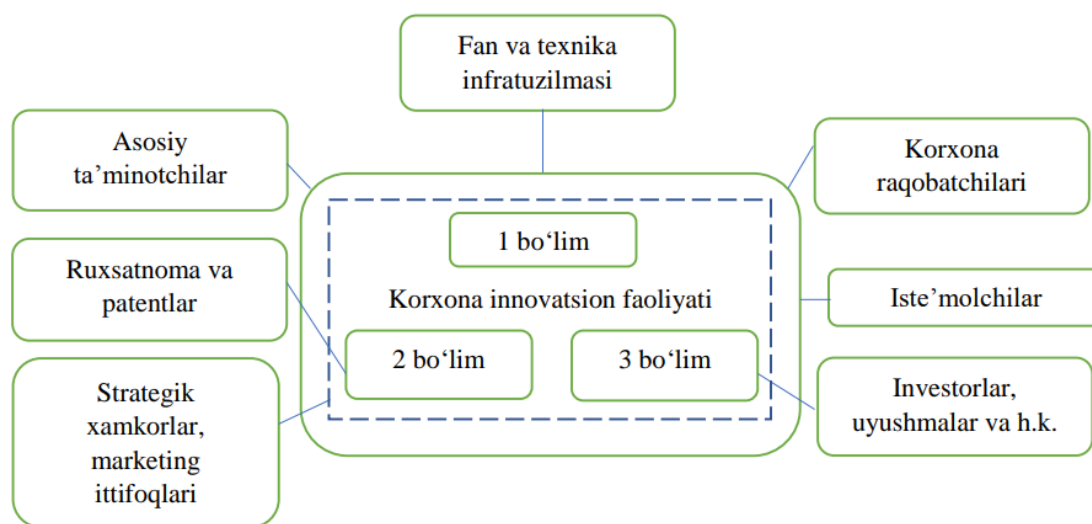


Figure 1. "Combinatsion" model of organization of innovative management of enterprise, 1970

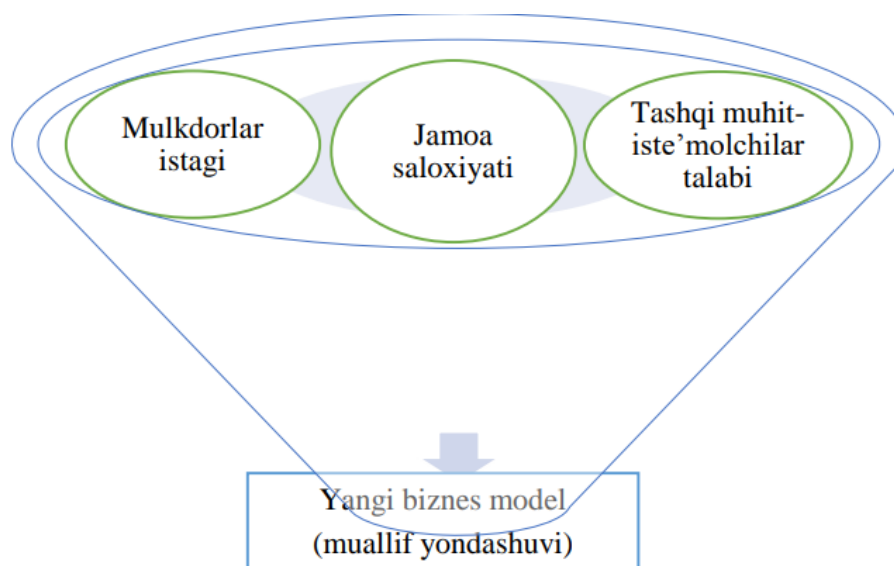
In particular, in the Japanese model of organization of innovative management of enterprises, a model of management in the sphere of social efficiency of innovation activity has been formed from the results of innovation activity to participants in internal activities, interested consumers, suppliers and other interested groups.



2. Interactive model of organization of innovative management of enterprise, 1990

According to the analysis, most enterprises are developing new business models based on the innovative potential of the enterprise in the formation of innovative management processes, in which each period is divided into different stages from the formation of an innovative idea to the consumer and further (service-service) using "Stage-Gate Process" models of organization of innovative processes. The introduction of new business models requires first of all to take into account the

regulatory documents issued by external parties - governments (states), the state of the market (wholesale and retail sellers), consumer (end buyer) demand, packaging, sale, delivery and after-sales services of chemical products, as well as the wishes and potential of the internal correspondent - owners.



The Essence of Digital Management

Digital management is the system of managing enterprise activities based on digital technologies. In it, data is managed using artificial intelligence, automation, cloud computing and other modern technologies. The main goal of digital management is to optimize business processes, speed up decision-making, and increase productivity.

Steps in implementing digital governance

For successful implementation of digital governance in the enterprise, it is necessary to follow the following key steps:

1. Analysis of technological opportunities

The existing technological infrastructure of the enterprise will be studied, determining the readiness to implement new systems. On this basis, a development strategy will be developed.

2. Digitization of data

A milestone is the digitization of documents, processes, and other business resources. This, in turn, allows you to store data in one place and use it efficiently.

3. Implementation of automation systems

Automation tools simplify processes such as production, sales, and customer service. ERP (Enterprise Resources Management), CRM (Customer Relations System) and other systems are the main tools in this matter.

4. Personnel training and retraining

For the successful use of technologies, it is necessary to train employees in new ways of working and help them in the adaptation process.

5. Development monitoring and development

The operational efficiency of the implemented systems should be regularly monitored and updated. This process serves to continuously continue the digital development of the enterprise.

Benefits of Digital Management

The introduction of digital governance provides enterprises with the opportunity to:

- **Increased efficiency:** Time and resources can be saved via automation.
- **Quick decision-making:** Rapid data analysis allows management to make confident decisions.
- **Increase Competitiveness:** Innovative approaches turn an enterprise to one of the market leaders.
- **Improved financial results:** Revenue can be increased by reducing operating costs.

Conclusion

Implementation of digital management in the enterprises is a strategic necessity of modern business development. This process allows businesses to increase efficiency, use resources wisely, better meet customer needs, and make faster decisions. The adoption of digital technologies will significantly enhance the competitiveness of the enterprise through automation, data analysis, and optimization.

In the future, the use of digital governance will remain an important priority for businesses looking for technological development. This helps businesses adapt to the demands of global markets, improve their financial performance, and maintain the leadership in their industry. Thus, digital management becomes one of the key factors for success for businesses.

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