



The Role Of The Manager In Creating Modern Management

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ABSTRACT

This article discusses the fact that a manager should have the qualities of an organizer, educator, researcher, and administrator, that a manager should achieve a high level of culture of the management process and improve the organization of his work.

Keywords:

Culture, manager, management, education, mass, institution, task, educator, qualified, modern.

It is very important to establish managerial activities in mass cultural institutions. This is because there is a great need for managers in organizing cultural events, festivals, parties and concerts, shows for the mass audience. From the point of view of creative activity, the education of managers, their orientation to the profession should also be carried out in a special sequence. A manager, of course, must be a person, that is, intelligent, with a certain life position, feeling himself as a citizen of society, a representative of an active initiative stratum in creating a New Uzbekistan, a new type of economy. Young specialist leaders - must have the main qualities of an educated person, as defined by the Law of Uzbekistan "On Education", as well as the qualities characteristic of a modern civilized manager. These are:

- understanding the scientific foundations of the world, social reality, the role and social significance of their profession;
- Knowledge and respect for the values of Uzbek society and its people, their history, national pride, their unification;
- The desire to make a positive social contribution to solving the problems faced by Uzbek society and its citizens;

- Humanism, understanding of the principles of democratic life, human rights, their freedom, moral standards;
- Moral maturity and stability, honesty and decency, respect for people, their rights and freedoms, regardless of race, national, ethnic, religious, social, gender;
- Striving not only for material and monetary results in activities, but also for socially significant, moral, spiritual things;
- Legal literacy, solving all professional tasks only within the framework of the law, without violating the law;
- Freely understanding their freedom not only as limited by law, but also as limited by morality and conscience;
- The need for respect from people;
- Understanding their freedom in accordance with the formula, that is, "My freedom and rights begin where the rights and freedoms of another person cannot be violated";
- knowledge about a healthy lifestyle and the desire to lead it.

The activity of a manager also depends on the main personal and psychological characteristics, of which their professional development is very important. The manager's chosen profession is to use all his strength, self-awareness, self-affirmation and, on this basis,

professional motivation. This is expressed in developed professional motives. Professional self-determination, how to satisfy one's needs and implement life plans through participation in management, plans, beliefs, ideals of professional excellence, professional goals (short and long term), special desires, interests, motives for self-devotion at work, the choice of means and methods of achieving goals, professional claims are of great importance. At the same time;

- ② moral and characteristic attitude to work, other people and oneself (moral and psychological);
- ② general and professional development of various qualities and abilities (cognitive, volitional, emotional, business, organizational, physical) [1].

The above professional skills and competencies are elements inherent in managers in all areas. In mass and cultural institutions, managers must perform both organizational and managerial work. The question of what a successful manager should be who meets all the requirements for a manager in mass and cultural institutions? is one of the most relevant and analytically demanding questions in the field today.

A manager is a complex system of social qualities developed as a result of upbringing, that is, a person with a personality. Each manager has his own nature, which is determined by his behavior. However, not every aspect of human nature helps to fulfill managerial tasks [2]. A number of managers who have become quite famous for their management activities have tried to give their own definitions of a manager based on their own experience. Managers are people who ensure the performance of this work in exchange for the abilities, knowledge and activities of other people [3]. A manager is a manager by profession; a leader at various levels who has a permanent position in an organization and authority in a certain area, who makes decisions in certain areas of the organization's activities; the main person who solves the organization's management tasks and carries out management activities. A manager should not be engaged only in a specific activity.

A manager should be formed to the level of being able to see, understand and solve modern problems. The activity of a manager is a solution to problems, and only he uses knowledge in this process and knows its necessity and value. A manager must be a researcher, innovator, consultant, leader, guide, assistant and representative, and coach. In practice, all of these are not closely related. However, there are always priorities for their specific roles [4].

It should also be remembered that managers of mass cultural institutions are not only engaged in economic activities. They study the cultural needs of the population, their demand for modern art, and their interest in mass media. That is, they talk a lot with people and deliver the performances that the public needs to the audience on the stage of cultural institutions. It is important that he is a manager in this situation, able to follow, control and manage people in the team. In performing management functions and in public production, a modern manager:

- manager - manager;
- manager - diplomat;
- manager - trainer, educator;
- leader – a person;
- leader – enters the arena as an innovator.

There are six auxiliary questions that a manager should ask himself when assigning specific tasks:

- What should be done?
- Who should do it?
- Why should he do it?
- How should he do it?
- With what should he do it?
- When should he do it?

Effective delegation of authority implies the appropriate organization of labor. The leader can plan the assignment of tasks and monitor their implementation and compliance with deadlines using checklists. For the effectiveness of management activities, it is important to organize the managerial work process in terms of rational use of time [5].

When organizing the work of a manager, it is necessary to achieve a limited and relatively uniform type of work for each executive in the management apparatus. This will increase labor productivity, improve the quality of work, and

increase the experience of each executive. The scope of specialization responsibilities should be determined in such a way that the needs of each employee are fully utilized. Management effectiveness is largely determined by how successfully a manager performs his or her duties. A modern manager must apply new scientific and technical solutions and methods of organizing labor and management, and economically expand production capabilities. A manager must have the qualities of an organizer, educator, researcher, and administrator. A manager must achieve a high level of culture of the management process and improve the organization of his work. The culture of management personnel depends on many factors, and is characterized by the general level of culture, business qualities, deep and comprehensive knowledge of management science and the ability to apply it in the process of his work [6]. Currently, there are very few managers who fully manage mass cultural institutions. In Uzbekistan, managers in the field of culture and art often work for a certain time in the field of projects, concerts, and cultural services. This is natural, since creativity is associated with the human factor, and it is a changing process. In creativity, more managers can work as hired workers at the request of creators. From this point of view, it is somewhat difficult for us to recognize managers in the field of creativity as full-fledged leaders. Because some mass cultural institutions also usually use managers not for a long time, but as hired managers for a certain period of time. Not a leader, but mediation is also very important in management. A manager is a paid employee who fulfills the will of the higher management. Management involuntarily communicates with people in the areas of production, design, product development, sales, finance and other research. Therefore, a manager requires competent preparation in creating and implementing a particular type of product. At the same time, a manager is always in spiritual contact with the producer of products and services, the recipient, the consumer, the intermediary. Therefore, a manager is a qualified specialist with a wide range of professional qualities.

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