

THE IMPACT OF DIGITAL MANAGEMENT SYSTEMS ON CORPORATE EFFICIENCY

Botirova Ozoda

+998933202808

ozodabotirova863@gmail.com

Abstract: This article examines the impact of digital management systems on efficiency in enterprises. The study is based on the analysis of digital reforms in enterprises in Uzbekistan. The results show that digital management tools have a significant positive effect on employee productivity, cost optimization, and decision-making processes.

Keywords: digital management, management, efficiency, innovation, enterprise, KPI, digitization.

Introduction

In the context of growing global economic competition, the success of enterprises depends on the modernity of their management systems. Digital technologies have become a key factor in ensuring speed, transparency, and efficiency in management processes. Today, the implementation of ERP, CRM, HRM systems in Uzbekistan's enterprises is progressing rapidly. The main goal of this article is to analyze the impact of digital management systems on the performance efficiency of enterprises and to develop practical recommendations.

Literature Review

According to international research, the productivity of digitized companies increases by 20-30% (Porter & Heppelmann, 2020). Research by Harvard Business Review also emphasizes that digital management accelerates decision-making processes and reduces human error factors. Local scholars M. Komilov (2023) and B. Ahmedov (2022) argue that in the context of Uzbekistan, digital management yields better results when combined with human capital.

Methodology

The following methods were employed in the research:

- Survey (conducted among 75 employees)
- Analysis of enterprise performance indicators (3 industrial enterprises)
- SWOT and KPI methods
- Graphic-statistical analysis

Evaluation criteria:

- **Employee productivity** (Productivity Index)
- **Cost reduction** (%)
- **Employee satisfaction** (Employee Satisfaction Index)
- **Decision-making speed**

Research Findings

1. Employee Productivity

The implementation of digital management systems in enterprises resulted in an average increase of 18% in employee productivity.

Indicator	Digitized	Non-digitized
Productivity growth	+18%	+6%
Error coefficient	-22%	-8%
Decision-making time	-31%	-12%

2. Cost Optimization

Through the use of digital systems, management costs were reduced by an average of 15-20%.

3. Employee Satisfaction

According to the survey, employee satisfaction index in enterprises with digital systems was 74%, while in non-digitized enterprises, it was 58%.

Discussion

The results indicate that digital management systems:

- Accelerate data-driven strategic decision-making
- Strengthen employee performance monitoring
- Increase process transparency
- Improve customer relations

However, there are some challenges:

- Insufficient digital literacy among employees
- High costs of software
- Difficulties in adapting during the transition phase

Conclusion

Digital management is one of the most effective tools for improving efficiency in enterprises. It simplifies strategic management, optimizes employee performance, and reduces costs.

Recommendations

- Implement ERP, CRM, HRM, and KPI systems in enterprises
- Provide digital literacy training for employees
- Strengthen cybersecurity measures for digital processes
- Shift to a KPI-based motivation mechanism
- Adopt a data-driven decision-making model

References

1. Porter M., Heppelmann J. (2020). Digital Transformation and Business Efficiency.
2. Harvard Business Review (2021). Digital Strategy in Management.
3. Komilov M. (2023). Developing a National Model for Digital Management.
4. Axmedov B. (2022). Innovative Management and Efficiency.