

METHODOLOGICAL PRINCIPLES OF USING HUMAN RESOURCES IN THE ACTIVITY OF SMALL BUSINESS SUBJECTS

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Abstract:

In this article, opinions are expressed about the methodological basis of the use of human resources in the activities of small business entities. Also, information about the current activities of small business entities, the attention paid to the use of human resources, and the reforms implemented in the field of development are given.

Keywords: small business, human factor, human capital, human resources, methodology, economic environment, entrepreneur, business, marketing

INTRODUCTION

Today, the study of the methodological bases of the use of human resources in the activities of small business entities allows the creation of an economic space and environment by setting many tasks before the industry. As the most important task of evaluating the resource base of a single enterprise, it is an important task to study the result of use expressed in ensuring stable profit, solvency and competitiveness.

Also, as the main tasks, regular monitoring and study of the use of certain types of resources by the enterprise, its purpose is to evaluate the level of efficiency of certain areas of activity, to determine the strengths and weaknesses of the activity, the rationality of setting certain goals of the company's activity, in addition, it includes the skills of determining the possibility of correcting them when the conditions change, studying the possibilities of increasing the efficiency of certain areas of activity taking into account the risks and the influence of the time factor, justifying the choice of certain combinations of resources to achieve the set goals, economic analysis of the tools and management methods used in the context of the efficiency of spending the resource base. unites.[1;65]

In the era of globalization, each economic area and territory in the evaluation of the use of human resources in the activities of small business entities, the process of using labor force, the evaluation of the effectiveness of human resources is

aimed at studying the following issues. This category of issues includes the analysis of the number of employees, their composition and level of qualification, the study of opportunities to improve their professional skills, the verification of data on the efficiency of the use of working time, the study of the dynamics, forms and causes of labor movement, as well as the analysis of the implementation of the established labor discipline, the production of the number of employees includes studying the impact on the indicators, as well as calculating and comparing profitability with labor costs.

RESEARCH MATERIALS AND METHODOLOGY

It can be said that the main task of studying the use of labor is to identify all the factors that prevent the increase of labor productivity, lead to loss of working time and decrease of wages. In this regard, the assessment of the efficiency of human resources is carried out in the following important directions: providing the organization with the necessary personnel, determining the dynamics and directions of labor force movement, increasing labor productivity indicators.

The use of statistical, operational and other reporting documents containing various information about employees of the enterprise as sources of information for the development of small business for analysis serves as a primary factor in the correct assessment of the effectiveness of human resources and the development of methodological bases. Employees of the organization are evaluated according to quantitative indicators, for which the payroll, average salary and number of employees are calculated. In addition to quantitative indicators, qualitative indicators describing the professional qualification, education, gender and age composition of employees are also studied. In this process, it is possible to study the composition of personnel, as well as to analyze the effectiveness of the use of this type of resources. The analysis of the composition of employees is carried out by each separate department and by a separate criterion (for example, work experience or qualification level). It also compares the indicators selected as a result of the analysis with the level of labor productivity in a specific department.[2;114]

RESEARCH RESULTS

When improving the efficiency of human resources in the activities of small business entities, labor productivity is first of all studied through the level of performance of labor productivity tasks, reserves for increasing labor

productivity indicators and the development of measures for their use, factors influencing the change of work indicators. Taking into account the conditions of modern economic development, it is important to constantly monitor the changes in employee utilization indicators, for which multi-component assessment is used.

Its success depends on the effective use of the company's material resources. And therefore, the evaluation of the effectiveness of this direction includes aspects such as the development and implementation of measures for the use of the existing resource base, the study of material and technical support plans, their reality, reasonableness and impact on various indicators of production, and the identification of internal reserves that allow more economical use of the material and technical base. involves learning. Human resource efficiency evaluation services allow detailed analysis of their consumption trends and offer measures to optimize the organization's resource management process.[3;89]

Every small business company strives to be an efficient producer of goods and therefore strives to use the resources at its disposal in such a way as to obtain maximum profits. In the conditions of the market economy today, taking into account the interdependence and interdependence of firms and industries, the possibilities of combining and complementing production based on technological chains, conducting an effective investment policy by the firm implies not only compliance with the listed principles of investment, but also their comprehensive use in business activities. . Construction of the considered indicators of the efficiency of the use of resources by the firm requires an important information base. It requires proper management of accounting, analytical materials, and financial statements summarized in balance sheets in enterprises. Through this, it serves to form the process of orderly management and use of human resources.[4;87]

DISCUSSION

The system of production efficiency indicators should provide a comprehensive assessment of the use of all resources of the enterprise and include all general economic indicators. For this reason, the effective functioning and development of small business entities in our republic depends to a large extent on the conditions created for them. Among the conditions that create a favorable opportunity for the development of entrepreneurship through small business, infrastructure services should be singled out. With the expansion of production

in small business entities, their demand for a number of services such as technical repair, material and technical support, product storage, processing and sale, communication and communication, consulting and information is increasing. Because it is not enough to grant legal entity status to small business entities. Their full activity can be imagined only through perfectly organized infrastructural units. Infrastructure is a part of the economic system, it creates the necessary conditions for the smooth operation of production.

The word "infrastructure" is translated from Latin and means "outside the structure". From the economic point of view, the following explanation is more suitable for the essence of infrastructure: "it means a complex of specific labor processes in the creation of goods and services that provide exchange of activities in the process of human life and social production." In recent years, the infrastructure has been developing at a high pace. This can be explained by a number of factors. In particular, the rate of growth of production is ahead of the development of infrastructures, and this has an impact on the development of the economy. In improving the efficiency of human resources, infrastructure is a very broad concept, which is primarily related to the creation of services that provide comprehensive service to the production process. Small business entities will benefit greatly from the development of infrastructure units, as such units free them from work related to production and service, allowing them to focus on their core activities.

CONCLUSION

The conditions created by the infrastructure, in turn, can be categorized as follows:

- supply of material equipment directly serving the production process and sale of finished products, collection and processing of information, accounting service.
- Consulting services on technological, management issues, etc.;
- conditions for the reproduction of the labor force, support for the health, education and professional training of workers and employees, and recreation.[5]

Until now, infrastructure has been viewed as a combination of production and social infrastructures. With the introduction of the economic system based on the market economy, the scope of the production infrastructure has expanded, and the words "market infrastructure" and "institutional infrastructure" have

entered into use. Market infrastructure includes networks directly serving the production process. It includes cargo transportation, electricity, gas and water supply, warehouse management, communication, information, material and technical support, product transportation, storage and processing, technical service, marketing and advertising, information and consulting, auditing, finance and credit and includes services such as investment. Social infrastructure serves to create normal work activities for workers and employees in the production process and to reproduce the labor force, as well as to meet the demand of entrepreneurs for various types of household services. The formation of market infrastructures that regulate and support small and medium-sized business entities is of great importance.

This is confirmed by the experience of highly developed countries. For example, in the USA, the Small and Medium Business Administration (SMB) was established in 1953, and it was entrusted with all the tasks of supporting small and medium businesses (financial assistance, technical and advisory services, assistance in obtaining government orders, etc.). The composition of KBM consists of three levels, the headquarters in the capital of the United States, 10 regional offices and more than 100 local divisions. They have an extensive network throughout the country and work closely with local government bodies, colleges, universities, businesses and community organizations.

More than 2,700 US small and medium business support agencies, including the Department of the Interior, the Department of Housing and Urban Development, the National Science Foundation, the Farm Bureau, small business development centers and institutes, and the Chamber of Commerce a federal agency is involved. In the following years, the process of active formation of market infrastructures began in our republic. [3;43]

As a result of this process, brokerage offices serving small business entities, small wholesale and retail trade structures, leasing, consulting companies, information and consulting centers, engineering, audit firms, insurance companies, transport forwarding companies, information and advertising bureaus and other various a system of different infrastructures operates. As a result of this, the results of small business and private entrepreneurship in our country as an important factor in creating new jobs, increasing the income and well-being of the population are becoming significant.

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