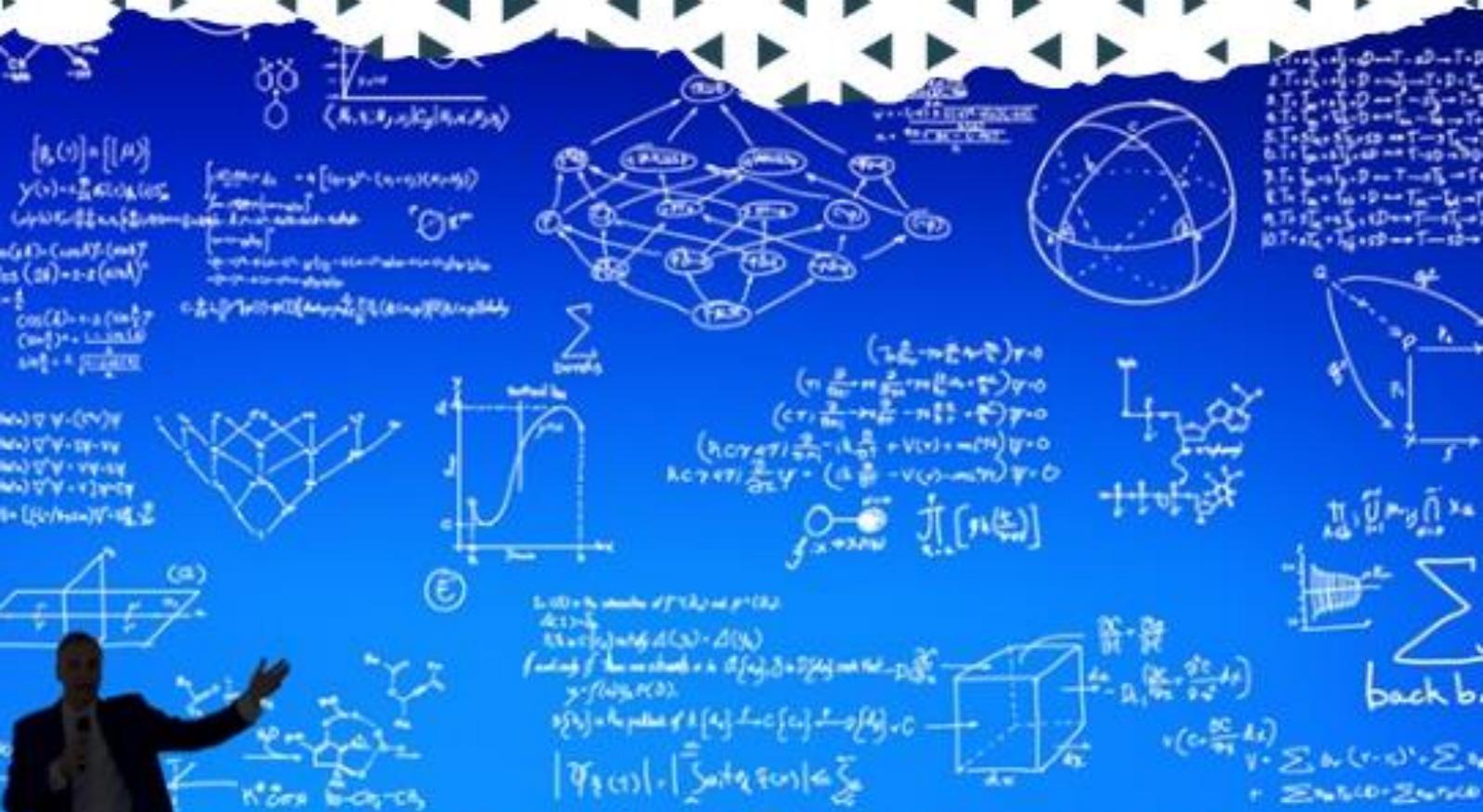




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ORGANIZATION AND DEVELOPMENT OF THE STRATEGIC MANAGEMENT SYSTEM IN ENTERPRISES (CASE OF KASHKADARYA REGION)**Tohirova Nigora Zokirjon kizi**

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Abstract. This thesis is based on a master's dissertation devoted to the organization and development of the strategic management system in enterprises. The research examines the theoretical foundations of strategic management and analyzes practical issues of strategy formulation, implementation, and control in enterprises operating in the Kashkadarya region. The study emphasizes the importance of strategic planning, external and internal environment analysis, and effective resource allocation in achieving long-term enterprise development and competitiveness.

Keywords: strategic management, strategic planning, enterprise strategy, competitiveness, management system, regional development.

Introduction. Under conditions of economic modernization and increasing competition, enterprises face the challenge of ensuring sustainable development and strengthening their market positions. Strategic management plays a decisive role in addressing these challenges, as it provides a systematic approach to defining long-term goals, allocating resources, and adapting to environmental changes. Therefore, improving the organization and development of strategic management systems remains a key issue for enterprises.

Main Part. The dissertation research shows that strategic management in enterprises should be organized as an integrated system combining strategic planning, implementation, and control. At the initial stage, comprehensive analysis of the external environment is required, including market conditions, competition, macroeconomic factors, and technological trends. At the same time, internal environment analysis focuses on financial stability, human resources, organizational structure, and production potential. Strategic planning is identified as the core element of the strategic management system. It includes defining the enterprise mission, vision, long-term objectives, and selecting appropriate strategic alternatives. The study highlights that the effectiveness of strategic planning depends on its consistency with operational activities and the involvement of all management levels in the planning process.

Based on the empirical analysis of enterprises in the Kashkadarya region, several problems in organizing strategic management systems were identified, including insufficient strategic control, weak coordination between strategy and daily operations, and limited use of modern analytical tools. The dissertation proposes improving strategic management through the application of SWOT analysis, value chain analysis, and continuous

performance monitoring. Furthermore, the research emphasizes the role of leadership, organizational culture, and innovation in developing an effective strategic management system. Enterprises that actively implement innovation-oriented strategies and modern management practices demonstrate higher levels of competitiveness and financial stability.

Conclusion. In conclusion, the organization and development of an effective strategic management system are essential for ensuring sustainable growth and competitiveness of enterprises. The findings of the dissertation confirm that improving strategic planning, strengthening control mechanisms, and adopting innovative management approaches significantly enhance enterprise performance. The results of the study can be used to improve strategic management practices in enterprises, particularly at the regional level.

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