

Management of Financial and Business Activity of Personnel Enterprises

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Abstract

The article provides a comprehensive review of the financial and business activity of the personnel of the enterprise and ways to manage its development. The types of business activity of the personnel and the factors that influence it are determined. A methodology for a comprehensive assessment of the activity of personnel is proposed

Keywords: business activity of the enterprise, personnel activity, structural subdivision of the enterprise, assessment of personnel work.

The financial and business activity of an enterprise can be viewed as the activity of its personnel. It is possible to manage the financial and business activity of the personnel by means of factors influencing it. An assessment of such factors will make it possible to determine in which department and which factor it is necessary to influence in order to increase the financial and business activity of the entire enterprise.

The improvement of the financial position of an enterprise in a market economy is determined to a large extent by its financial and business activity. In the works of the authors on economic and financial analysis, business activity is considered as the efficiency of the use of material and financial resources, and some of the indicators proposed by them depend only on the prevailing market conditions, and not on the work of the enterprise team.

However, the enterprise, first of all, is not a production, not an economic, but a social unit. An enterprise is a team of people of various qualifications, connected by certain socio-economic relations and interests. An organization as a whole is inconceivable without a team. Man is the main productive force. It ensures the life of the enterprise.

When studying an enterprise as a property complex, as a set of all resources, it should be noted that the concept of "financial business activity" can only be applied to labor resources, i.e. enterprise personnel. What is business activity? Can the company have active fixed assets, working capital, or even cash by itself? Can they be active without staff involvement? Of course not. Only the work of the staff, its activities can be characterized by labor and business activity. This should be its economic meaning.

Business activity is a property of a person and the real manifestation of this property, which consists in mobility, enterprise, initiative [3]. An enterprise can have huge potential, but without the activity of employees, this potential will not develop into economic development, economic growth. Any employee can do their job at a normal, lower or higher level of performance. Performing work at a normal level does not give the management reason to make comments, let alone apply sanctions, but there is no reason to encourage the employee for such work either - he simply fulfills his duties without moving on. But even with a normal level of performance, we can

talk about the effectiveness of the work. If the employee performs work at the highest level, this will already be a manifestation of activity in his field of activity [2].

Considering the financial and business activity of an enterprise from the point of view of the activity of its personnel, it should be noted that for each structural unit and each department, both the efficiency of work and, accordingly, business activity are manifested differently.

In this regard, three types of activity can be distinguished - depending on the departments of the enterprise:

- 1) production activity - the level of workers in the main and auxiliary production;
- 2) technical and economic activity - technical department, technical control department, design department, technological preparation of production, supply department;
- 3) financial and economic activity - department of labor and wages, planning and economic department, accounting, marketing department, top management.

The indicators used to calculate financial activity may change for various reasons: objective and subjective. But if the objective reasons (such as inflation, the economic crisis, etc.) cannot be controlled, then the subjective ones (depending on the work of the personnel) can and should be influenced. After all, the collective has a decisive influence on the mood and functioning of the organization.

The cohesion and conflict of the team, its stability, the level of qualification and consciousness of employees, activity, discipline - all this directly determines the effectiveness of the organization [2]. In various methods, other factors are also proposed - elements of labor potential. An analysis of the proposed methods and approaches made it possible to identify seven factors that not only influence the activity of the enterprise's employees, but are also the "cause" of activity. These factors, methods and indicators of their assessment are presented in Table. one.

Table 1. Factors affecting the activity of the personnel of the enterprise

Factors	Assessment Methods	Required indicators
Education	Survey or analysis of personal cards of employees	Percentage of people with higher education, staff training
Health	Questioning or analysis of absenteeism due to illness	Number of sick leaves
Professionalism	Survey	Length of service, work experience, work competence, rational use of working time
Personal qualities	Poll, questionnaire	initiative, honesty and fairness
Motivation	Experiment: introduce psychological motivation and evaluate the result	Wage level
Relationships in the team	Poll, questionnaire	Communication caring for people
Working condition	Analysis of documents on labor protection	Work intensity, reward evaluation

Many scientists, economists in the field of personnel management, are engaged in the assessment of personnel work [4, 5, 6]. Their proposed methods are basically the same. Based on the questionnaires of employees or a survey of the head of the department, the business, professional,

personal qualities of the employee are determined, and the manifestation of these qualities is evaluated by points. This allows you to build a sociogram or determine a comprehensive assessment of business qualities and labor results for each employee. But in the work it is important to evaluate all the factors influencing business activity, and these are not only the qualities of a person. Moreover, the assessment of the activity of not each individual employee, but of the division is of the greatest importance, so we will evaluate the relevant factors for production, technical and economic, financial and economic activity.

It is activity that should be the basic indicator for encouraging, rewarding, using both economic and moral incentives for employees of the enterprise. The practical significance of assessing the factors influencing business activity lies in the fact that managers, based on the proposed assessment model, can determine a strong or weak link, that is, the factor whose management will lead to an increase in business activity in the enterprise.

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