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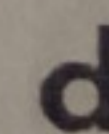
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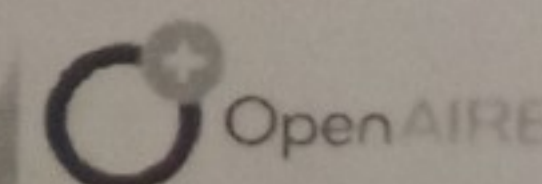
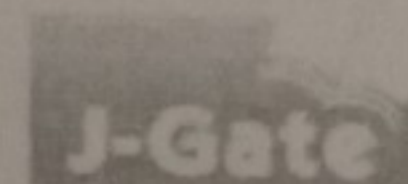
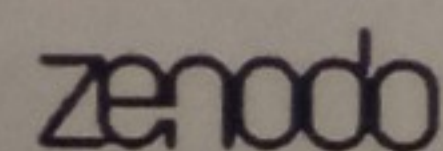
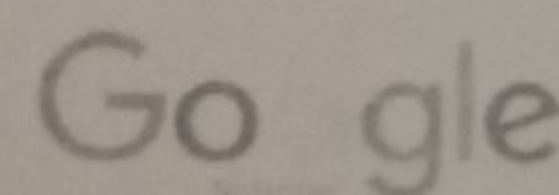
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ENGLISH EXPRESSION OF ECONOMIC
CONCEPTS SUCH AS STRATEGY, MISSION,
ORGANIZATIONAL POTENTIAL, SMART

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Annotation:

This article provides information on economic terms. It is stated that the concepts that are currently widely used in the world economy should be expressed in English and used in the appropriate order.

Key words:

Managing person, modern business, absolutely, individual talents, corporate governance



For any managing person in the harsh conditions of modern business today, the fate of the company he or she manages is to remain in the place of the fairy tale hero Alisa, who, while it depends on him or her at this level, the most terrible thing is to "reach any address faster, there is absolutely no sense on which side to walk". According to the law of the land, if we do not imagine where we are going from the beginning, we will definitely get out of the place where we should not go. The sense of direction of the business is not an innate feeling that is brought to the organization by individual talents. This feeling occurs in the process of planning, organizing and corporate governance, which is a separate form of thinking, called strategic management. In this case, the corporation strategy plays a key role in making various categories of principled management decisions. Strategic planning is the process of financing and developing competitive advantages, the application of internal and external factors that lead to its achievement and maintenance, the analysis of the strategic position of the enterprise. In relation to each of these species, individual issues are excluded. Strategic planning is the process of internal and external promotion, the analysis of the strategic situation of the enterprise, leading to the financing and development of competitive

advantages, achieving and maintaining it. Professional authors who deal with many strategic management problems also note that the strategy should not only develop the competitive characteristics of the corporation, but also focus on its capitalization.

Including Fred R. David said: "the chosen strategy should be able to take advantage of favorable external environment and reliably protect against external risks, effectively capitalize on the strengths of the enterprise and eliminate weak traits in its product. However, the analytical weapon, which can be used in conducting an appropriate analysis, still craving serious development. Strategic organization is a process of adaptation to the organization, ensuring the relatively complete and effective implementation of the chosen strategy of the corporation. The fact is that these adaptations come from the adopted strategy, which consists in the development of a system of goals and objectives of the enterprise, its transformation and substitution of resources. Strategic organization is often the most difficult unit of the entire strategic management process, because it requires a lot of effort from each individual. The effective implementation of this depends on the proper motivation of workers from the manager, which is an art form. Strategic control and regulation is the analysis and evaluation of the state of affairs achieved by the corporation, and ultimately the organization of a more complete achievement of strategic goals. The environment that surrounds us consists of a complex system consisting of various event phenomena that arise from the interaction of many elements. In reacting to any event, one can never confidently state that all the achievements made towards the goal will not be eliminated by this event. But there will be a time when one does not react to events and does not hope to achieve our goal. Therefore, in order to increase the chances of a positive achievement, an active influence on events and the system of communication with it, in a word, management is necessary. There are three models (or types) of management according to the nature of the organization's attitude to its environment: administrative (administrative), situational and strategic. If we isolate the content of these types of governance, it will be necessary to put a sign of equality between administrative and directive, situation and reactive, strategic and proactive governance. The fact is that such a decision as the philosophy of the administrative model of administrative management dictates the existence of inclusive and executive bodies. And responsibility falls on the decision-making body. But the executive bodies do not take any action until they receive certain instructions. There is an administrative system barrier between the executive body of the enterprise and the world that surrounds it. Reacting to the change of event management as a situational management philosophy requires the normative performance of an organization that predicts the trajectory of the productive activity of commercial production. The main content of Strategic Management consists in the idea of the adaptation of the enterprise on the basis of organizational sequence to external changes, the solution of any management issues and the organization of a complete management system. But in order to adapt to the changes of external autonomy and at the same time maintain the pace of achieving the goals set, the organization must have its own strategy. It is very difficult to give a single definition to the strategy, because the strategy is so multifaceted that if the breeze to it is viewed from another point, then its content will completely change.

* Strategy is a means of achieving the final result.

- Strategy unites all parts of an organization into a single whole.
- The strategy covers all the basic characteristics of the organization.
- Strategy is a long-term plan of the organization.

* The strategy provides for the adaptation of all parts of the organization plan.

* The strategy will be able to answer the basic questions of the organization's activities:

What should our business be like tomorrow?

What does our business today consist of?

What are our products, our function, our market share?

What should we do in order to achieve the goals set forth in abhorrence?

- Strategy is an analysis of the strengths and weaknesses of an organization, as well as the result of identifying development opportunities and barriers.

- Strategy is the pre-planned attitude of the organization to external opposition changes.

It is known that strategy is an ancient word derived from the Greek word "strategy", which means the science or art of command. In ancient Greece, military commanders were highly valued. History has shown that relatively capable and successful commanders attached great importance to the proper purification of the army, as well as to making decisions about when to go to war, when to enter into negotiations with the people, politicians, and diplomats. Although now the modern definition of the concept of strategy is close to the ancient meaning, when its individual aspects are analyzed, the discrepancy between them is different. For example, in the opinion of Kvin, the strategy should be as follows.:

- To express specific objectives to achieve the ultimate result of the work;
- Support the initiative;
- Direct the main force whenever and wherever you want;
- Ensure maximum result by spending Minimal resources;
- Expression of direction management;
- Analyze the correct activity schedule;
- Provide guaranteed resources.

Mintsberg interprets the concept of strategy through the so-called combination of 5 units:

- strategy-plan activities;

strategy is an obstacle, that is, an activity aimed at distracting its competitors.

- Strategy-the sequence of activities, that is, the plan may not be implemented, but the sequence of activities should be ensured in any case xam.

- Strategy-the circumstance in the surrounding environment, that is, communication with the environment.

- Strategy-a prospect, that is, to see a point to which it is necessary to strive.

The concept of strategy is central to the theory of strategic management for a number of reasons, but it is not the only one. In the modern world, it represents a series of concepts that cannot be avoided. The basics of these concepts are:

- strategy;
- mission;
- potential;
- environment ;
- competitive advantages;
- goal adaptation;
- objectives;

Strategic decision - makers are those who destroy the whole enterprise or ensure good luck. Strategists can hold various management positions: Executive Director, President, general Director, Chairman of the board, Chancellor, Dean or simply entrepreneur.

Like all other people, strategists differ according to their own aspirations, the system of preferences, the norms of boots, profitability, as well as the characteristics of the management style. For example, the motto of the inventors of personal computers and the founders of the company Eppl Steve Djobs and Stiven Wozniak was as follows:

"make a new one, put an end to the dilemma, not paying attention to the request." Their relationship to haute was conformism. Maybe so too long ago they laughed at them luck. Usually (but not always) with the replacement of one person in a strategic position with another, the whole strategic direction of the organization changes seriously. For example, when David Weikins changed the chairman of the Board of Directors of the Lotus Corporation

Colin Chapmen, he said: "Who did not manage Lotus for the purpose of obtaining benefits earlier, it was interesting for Colin Chapmen to provide a quick passage of the cars."

In our opinion, when the mission of the organization can be analyzed analytically, it is accepted according to what role it plays in the business. In this case, the business scene is determined by the networks parameter, the market and the business macro environment. The role is determined by the individual signs of success in the work and its internal salutations. Organizational success consists of resources and their relationship with the tools that complement them, the role and the entire organizational system. The company's competence is in itself formed by the competitive advantages of the company and that is why the company is in constant development. The company's success is a strategic resource of the company, providing stability in its unfavorable macromuxitis, providing neutrality of the negative impact of external factors. The company's goal adaptation is a long-term outcome that the company accomplishes to achieve its mission. These adaptations are optimistic for the prospect of the organization, because these adaptations are the target of its development direction, the basis for assessing achievements, the basis of synergistic efficiency, XIs the first point of stimulating the company's employees. The goals are the results of the successes that this company is trying to achieve in the near future. Goals can be set before the organization, its organizational structures, as well as before specific performers. The goals consist of its accuracy, scalability, accessibility, compatibility with the mission, as well as the temporary limit to achieve it, in contrast to the goal adaptation. This distinctive feature of the goals is the characterization of the SMART. SMART-consists of the following words Capitals:

1. Specific-it is necessary to be so clear and clear that there is no place to understand them incorrectly or differently.
2. Measurable is the ability to trace the amount of all things, even when the goal is achieved in the first place, the subject anticipates what the result will be.
3. Achievable-the presence of confidence that the goal can be achieved by both the leader and those who are subordinated to it.
4. Related-strategy, the interaction of economic goals of the organization in the interests of performers.
5. Time-bound-is determined by the time scale on the terms of achievement.

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