

# International Multidisciplinary Scientific Global Conference on Education and Science

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## MODERN MANAGEMENT SYSTEM IN LEADING AMERICAN COMPANIES

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### Abstract

At the present stage an effective management system is a key factor of a competitive ability of modern successful companies.

This paper focuses on researching of an American administration system. The paper examines the history of management thought in the United States. Much attention was given to analyzing of many American scientists which works have made significant contribution in the development of a global management. The paper also reveals the basic concept of the American management system. It is spoken about the advantages and disadvantages of western management. Paper analyses several leading U.S. companies and finds special features of them.

It was used the case-study method to compare these companies. It was studied about a role of a single employee in the structure of the business relationships. Author of a study made some recommendations (on the research basis) that can improve U.S. management system. It should be emphasized that this study can be a basis for analysis of Russian administration and management system.

**Keywords:** managed organization, American system, management system, the United States, American authors, literature, public institution, domestic business.

The theme of scientific work is based on the American system of organization management. This work is very relevant. One of the foundations of the 21st century society is a managed organization, which should be considered as a public institution. Its main task is to achieve certain goals and results, and this is possible thanks to competent management.

The management and management system in the United States is recognized as one of the most efficient in the world. No wonder literature, textbooks, one way or another related to management, in most cases written by American authors or on the basis of the American model. In the context of Russia's intensive transition to the modern world market, it needs to identify and increase its competitive advantages. Therefore, domestic business, and the public sector as well, needs an effective system of company resource management.

This is possible thanks to the study of the experience of foreign Western colleagues.

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The paper raises the problem of the effectiveness of the American management system. The author tries to find an answer to the question: What is the reason for the high productivity and effectiveness of the American management system.

The object of study of this scientific work is management and management system. The subject of the research is management in American organizations.

The purpose of the study is to identify and analyze the competitive advantages of American management.

To achieve this goal, it is necessary to solve the following tasks:

Consider the history of the origin and formation of management in the USA

To study the management system and management structure in Western companies

Identify the distinctive features, features of American management

Analyze the activities of McDonald's, Starbucks from a management point of view.

Identify and analyze the strengths and weaknesses of American management

Based on the studied material, formulate recommendations for improving the management system in US companies and other global organizations.

A significant role in the analysis of the topic was played by the study of works and concepts related to organization management: F. Taylor's scientific management school, A. Fayol's administrative school of management, the "human relations" school, whose representatives were M. Follett, E. Mayo, F. Herzberg, empirical school and situational theory of management by R. Mauclair.

The evolution of managerial thought

The American system of government and management in the West have a rich history, despite the fact that the United States is a relatively young country. But for all its short existence, it was America that managed to break out into the world economic leaders.[12]

To understand the main reasons for the success of management in the American management model, one should turn to the history of its formation and the evolution of management thought, the main task of which was the development of methods for managing organizations in a market system.

School of Scientific Management. The founder of this school was F. Taylor. Its prominent representatives are also G. Emerson, G. Ford, F. Gilbreth, G. Gantt. Her theory is based on a number of principles:

- 1) Rational organization of labor
- 2) Formalization of the organization structure
- 3) Separation of executive and managerial functions.

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An important aspect of the functioning of this theory is the application of science based on certain laws and principles. [3, C. 439-445]

Administrative School of Management. Its founder is A. Fayol. The main task of the scientist was to systematize the approach to the administrative management of a company or organization. His merit is also the creation of the image of a manager and the justification of the fact that it is necessary to coordinate the activities of not only ordinary workers, but also managers. [3, C. 454-458]

School of Human Relations. The representatives of the theory are M. Follett, E. Mayo, F. Herzberg. According to the theory of management, in the concept of this doctrine, the organization should also be considered as a social institution (which was not taken into account in the classical schools of management). Informal contacts within an organization are just as important as formal ones. Improving the efficiency of the human resource can be achieved by developing the abilities of workers, meeting their diverse needs, democratizing management, applying the sciences of human behavior to workers. [3, C.461-470]

In this scientific work, the main goal of the study was achieved and its key tasks were solved. The American management system in American companies was analyzed.

It is important to conclude that the current system of government in America is very effective. This proves the general level of the country's economy, the level of development of entrepreneurship and business in the world market. Many American companies are leaders in their industry. But the accelerated development of Asian business threatens the further leadership of the state in the global market. Fierce competition is forcing global business to set ambitious goals and constantly improve the quality of its management. It should be concluded that, in order to maintain their leading position, Western companies must follow the updated strategy of the organization. It is necessary to provide a new approach to providing information to the enterprise. Also important is the fact of the gradual "humanization" of business, since moral principles in the modern world are becoming increasingly valuable. An employee in an organization is now not only an instrument of its functioning, but also a team member, a person. Active introduction of innovations, integration into international business, global management should be the key to the success of leading companies.

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