



# Assessment Of Factors Affecting Enterprise Management Efficiency

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**Abstract:** This article analyzes the main factors affecting the efficiency of enterprise management and modern methods for evaluating them. The study examines economic, organizational, technological, innovative, and human resource factors that determine the effectiveness of management processes. The interrelationship between the internal and external environment of the enterprise management system, as well as the quality of strategic planning, control, and monitoring mechanisms, is assessed. Additionally, the advantages, applicability, and limitations of evaluation methods such as KPIs, Balanced Scorecard, benchmarking, financial and economic indicators, and functional analysis are highlighted. The research results provide a basis for developing recommendations aimed at enhancing management efficiency, optimizing resource utilization, and increasing competitiveness.

**Keywords:** Management efficiency, evaluation factors, enterprise management, economic indicators, innovations, resource utilization, KPIs, Balanced Scorecard, monitoring, strategic management, efficiency criteria, organizational factors.

**Introduction:** Analyzing the factors affecting the development level of an enterprise's management system involves studying the elements necessary to create an effective management system and ensure its growth. This analysis encompasses various internal and external factors, each of which directly influences the effectiveness and development of the management system.

Internal factors include:

1. Skills and experience of management personnel: The efficiency of the management system often depends on the qualifications, experience, and decision-making capabilities of managers. Experienced

and skilled personnel contribute to the development and implementation of effective strategies.

2. **Organizational structure:** The structure of the enterprise and the interrelations between its departments affect management efficiency. A well-organized and interconnected structure ensures effective management.

3. **Information systems and technological infrastructure:** Efficient information systems enable timely and accurate decision-making. Modern technologies and IT infrastructure, including ERP (Enterprise Resource Planning) systems, optimize management processes.

4. **Employee motivation and organizational culture:** Motivation and corporate culture play a significant role in management effectiveness. Engaged and committed employees contribute to improved management outcomes.

External factors include:

1. **Market and economic conditions:** The company's performance and management system are influenced by market conditions, economic stability, and macroeconomic factors (e.g., inflation, business environment, exchange rates). Economic changes may require revisions and updates to management processes.

2. **Changes in the competitive environment:** Emerging competitors, new products, and technological innovations require management adaptability and responsiveness. Thorough competitive analysis and strategy development enhance management efficiency.

3. **Legal and regulatory influences:** New laws, regulations, and environmental standards can significantly impact management. Enterprises must consider these factors and organize operations in compliance with them.

4. **Technological development and innovations:** Rapid technological advancements require updates to management systems. Implementing modern technologies and automation enhances management efficiency and economic performance.

Management methods and strategies:

1. **Strategic management:** Long-term development-oriented strategies ensure that managers consider sustainable and consistent goals when making decisions, minimizing errors and optimizing outcomes.

2. **Operational management:** Daily operations management, including production, marketing, finance, and other areas, ensures high operational

efficiency.

3. **Leadership and decision-making approaches:** Effective management relies on high-level leadership and decision-making abilities of managers, enabling them to successfully lead teams and make prompt and correct decisions in a changing environment.

The level of development of an enterprise's management system depends on many factors. Each factor is crucial for increasing or decreasing management efficiency. Therefore, enterprises must analyze not only internal resources but also external environmental changes and develop strategies aimed at updating and improving their management systems.

For "Omad Neft" LLC fuel station, analyzing external and internal factors affecting the development level of the management system requires consideration of several key aspects. These factors shape the enterprise's operations and play a central role in strategic and operational decision-making.

External factors:

1. **Economic factors:**

o **Fuel price fluctuations:** Changes in global oil prices and local market conditions influence fuel prices, affecting supply and demand in the automotive sector.

o **Inflation and exchange rates:** Inflation levels and currency fluctuations affect costs and profitability.

o **Economic growth:** National economic growth, rising incomes, and increased consumption can increase demand for transport and fuel.

2. **Legal and regulatory factors:**

o **Government policies and legislation:** Government policies on energy, taxation, ecological standards, and fuel quality impact enterprise activities.

o **Environmental regulations:** Laws on waste management, emission standards, and other ecological requirements must be adhered to by fuel stations.

3. **Competitive environment:** The number of competitors, market share, and alternative energy sources (electricity, gas) affect business operations and strategy.

4. **Innovation and technology:** New technologies and energy sources for vehicles (e.g., electric transport) may transform the market.

5. **Social and cultural factors:** Population growth, urbanization, and transport demand increase fuel consumption. Growing ecological awareness and interest in electric or hybrid vehicles also shape business strategies.

6. **Technological development:** Advances in vehicles and energy sources, as well as automated and

digital systems (such as mobile apps and online payment platforms), improve service quality and operational efficiency.

Internal factors:

1. Management system and organizational structure: Efficiency depends on the effectiveness of leadership in strategic decision-making and optimization of business management processes.
2. Employee qualifications: Skills and experience of employees improve operational efficiency.
3. Finance and resources: Financial stability, investment opportunities, and access to funds and credit.
4. Resources and supply chain: Reliability of fuel suppliers and other necessary resources support production processes.
5. Marketing and customer service: Brand strategy, advertising, service quality, and customer relationship management improve competitiveness.
6. Logistics and infrastructure: Station locations, supply logistics, and optimization of operations.
7. Upgrades and modernization: Technical infrastructure improvements, fuel station modernization, and adoption of new technologies enhance management efficiency.

External and internal factors interact and significantly influence the management system and its development level at "Omad Neft" LLC. External factors create opportunities and risks from the external environment (economic, legal, competitive, socio-cultural, and technological developments), while internal factors depend on internal operations, management systems, and resource utilization. Harmonizing these factors allows strategic decisions that enhance the company's competitiveness.

In recent years, the fuel station market has become increasingly competitive. Leading brands are expanding their networks, offering customer loyalty programs, optimizing pricing policies, and introducing innovative technologies to strengthen their positions. Automated payment systems and mobile fuel ordering services are becoming increasingly popular among consumers.

Fuel stations are expected to introduce environmentally friendly fuel types, including hydrogen and biogas. This not only creates new opportunities for vehicle owners but also contributes to improving the ecological environment. Therefore, fuel stations will continue to develop and provide convenient, innovative services to customers in the future.

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