



## INNOVATIVE METHODS OF SCIENTIFIC MANAGEMENT OF SOCIETY

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### Annotation

This article provides a philosophical analysis of the effectiveness of innovative approaches to socio-cultural technologies of scientific management of society. The effectiveness of democratic reforms requires, first of all, the development of the people's culture, faithful to its cultural heritage, traditions and values, along with the historical roots of this nation, the use of new innovative technologies. This, in turn, requires the modernization of innovative approaches to design, using socio-cultural technologies in the development of society. Social life requires the use of modern technologies in a creative, entrepreneurial way. It has been scientifically studied that innovative methods are the basis of socio-economic well-being in the management of society.

**Keywords:** scientific management of society, socio-cultural technologies, innovative approaches, society, state, leadership, management functions.

### INTRODUCTION

The rapid and global changes taking place in the world require a scientific study of modern society. It is impossible to form a modern society without socio-cultural technologies. At present, socio-cultural technologies in the scientific management of society are an insufficiently studied process. Their philosophical study and mastery at the present time is determined only by the boundary of information. Fixes will be fixed in practice (when the implementation is actually completed). Implementation can be full or partial. Naturally, this requires a serious analytical analysis, the development of a detailed project of the entire technological process. The introduction of socio-cultural technologies into the intellectual society is directly or indirectly related to the personal views of citizens (people), scientific thinking and spiritual perfection. Thinking in creative thinking is activated, and socio-cultural technologies affect various relationships and social communities. Such a situation does not allow these groups and communities to be destroyed,



forming the ability to direct things that are not characteristic of them into the field of socio-cultural development of society.

## LITERATURE ANALYSIS AND METHODOLOGY

Today, there is a growing need for young leaders who are educated in all fields, who are politically and socially active, who put the interests of the people above their own interests, who are honest and passionate. This is due to the fact that innovative ways of scientific management of society, its strategic goals are implemented by managerial personnel.

In particular, we can see in the scientific views associated with the name of Henri Fayol on innovative ways of scientific management of society. These ideas and developments of the scientist will be widely used in the management of society. In it, Henri Fayol sees the organization as an integral structure, rather than individual elements of work, and seeks to increase the efficiency of work by improving specific concepts, such as the principles of rational management of the organization, management functions, and the management system. The basis and primary sources of this approach are the Hawthorne experiments of the American philosopher Elton Mayo. Western Electric's experiments have shown that focusing on store workers and looking after their interests leads to increased productivity. Such an attitude was perceived by employees as a motivating factor, and labor productivity increased on the basis of the formation of positive attitudes [2.96.] As a socio-cultural phenomenon, it demonstrates the subtlety and versatility of management technology. Such events, in contrast to general technological processes, are distinguished by their unexpectedness and uniqueness, which requires constant improvement and honing of the management culture.

As the President of the Republic of Uzbekistan Shavkat Mirziyoyev noted, "Innovations are the future. If we begin to build our great future today, we must begin it on the basis of innovative ideas, an innovative approach" [3.20].

Philip Yeo, Singapore's Innovation Policy Architect, said: "... Innovation is a necessity, not a luxury. We have always been export-oriented, because we have almost no domestic market. We don't have any natural resources, so our wealth is the human mind." [4] One of the modern approaches is the concept of human resource development, in which the central issue is considered to be the conditions created for the effective work of the individual on his own initiative in the interests of the organization or society.



An innovative approach to the scientific management of society requires the scientific management of society using methodological methods and tools with a direct impact on the development of all spheres of society. The essence of scientific management of society is to determine the main goal and direction of socio-cultural development of society. In public life, it is much more difficult to reconcile or reconcile interests than to solve them in a simple way. Forecasting and large-scale observation of social phenomena in society is based not on people's desires, but on a thorough knowledge of the socio-cultural patterns of social development. Practice shows that a correct science-based policy can be pursued only if it can clearly understand the decisive directions of reality [5.309].

## **RESULTS**

The main emphasis in the implementation of the Action Strategy was placed on the implementation of the principle "People first" and the idea that "the people, not the state bodies, should serve their people". Thanks to the dialogue with people, a new system has been formed in society, in which socio-cultural technologies effectively protect the rights, freedoms and legitimate interests of citizens. We have set ourselves a glorious goal to build a new Uzbekistan together with our people. In this regard, the new idea "Society is the initiator of reforms" is being more and more deeply embedded in our daily activities. The content of the above-mentioned basic concepts of management, in particular, reflects the methods of personnel management and corporate governance in the scientific management of society, which were characteristic of their time. Even at the same time, modern approaches to socio-cultural views are used in various models of development. Modern socio-cultural views also try to understand a person from this point of view as much as possible and to achieve the perfection of the personality by awakening his thinking and his inner resources.

An innovative approach to socio-cultural technologies of scientific management of society makes it possible to analyze the work of objects on the basis of facts using plans and strategies, to identify the "vulnerabilities" of emerging management technologies. It also makes it easier to link links between objects to projects created by a group of objects. Such innovative approaches to socio-cultural technologies in the scientific management of society will be necessary for the design of social technologies.

Carrying out logical actions on social objects presupposes limiting oneself to the process of technologization. But such an approach requires a different approach to



different social objects. The innovative approach of socio-cultural technologies in the scientific management of society can be positive or negative in relation to a social object (process or project). Positivity is an object that has the ability to create additional convenience for the subject in his or her life.

The Virtual Reception of the President of the Republic of Uzbekistan and the People's Reception, as well as special units for working with citizens' appeals, created in each state body, have formed a qualitatively new effective system for working with the population. The concept of administrative reform of the Republic of Uzbekistan indicates that specific measures have been developed to radically reform the public administration system, develop e-government and public services, reduce the administrative impact on the economy and expand market management mechanisms, and create a healthy competitive environment. environment and favorable investment climate.

We see that new approaches to socio-cultural technologies of scientific management of society in Uzbekistan are directly related to the reforms carried out at a new stage of our development. The President of the Republic of Uzbekistan states: "Now each of us, first of all, the task of the heads of government bodies is to ensure the responsible implementation of the tasks assigned to us on the basis of a critical assessment of the situation. in the sector and the sector for which we are responsible. Such a time has come" [6.235.]. Innovative approaches to the socio-cultural development of society encourage community members to never get stuck in one place and to act proactively, responsibly and intelligently to eliminate shortcomings. This paradigm is a recognition of the important scientific achievements of philosophers who develop a method, instrumental model, and technology to pose a number of problems to the scientific community and solve them in new ways.

## **DISCUSSION**

Introducing innovation into any management style is a type of planned activity that requires a creative approach. It is a dogma, not a rigid state, but a form of action that stimulates a person to creative activity. From here, it will be possible to consider the stages of introducing innovative methods into the scientific management of society. The first stage requires the creation of management content in clear, defined forms, as well as taking into account the presence of socio-cultural conditions for the implementation, verification and forecasting of the selected technological process. At this stage, extensive and detailed analytical information is collected about the composition of participants in the technological process. It is necessary to determine



the level of moral, cultural and psychological self-consciousness of the subjects of society.

The second stage is that the content of this stage is always "action". The presence of conditions for the implementation of the selected technological method is analyzed. In this case, the basic situation is projected. To do this, the template of the practical model developed in the project, corresponding to the technological projects, is used, and the type of situation is recorded. The effective execution of all technological actions depends on this. It should not be ruled out that an unplanned situation or circumstance may arise during the implementation of the project, or that some kind of "leap" may occur.

The third stage is the specific stage of renewal or decisiveness in which the stated results must be achieved, that is, innovative methods as a technological process, free from unexpected obstacles, uniformity, national values and passive evaluation, free from motivational reasons of behavior. must bring. It is as if he has completely "cleansed" himself and is mentally preparing for the assimilation of new patterns of behavior. It is then directed to the adoption of personal interests aimed at self-improvement in the spheres of society. This should be an effective means of material and spiritual stimulation.

Another approach that reflects the attitude towards man in the production process is the theory of "human capital", according to which human power in an enterprise or in society is perceived as capital, i.e., property, especially in the form of material values. Within the framework of this theory, the processes and statements associated with the culture of innovation management are reflected in economic terms and socio-cultural categories that are understandable to entrepreneurs. Under this approach, human capital is usually measured in terms of capital. In our opinion, the effectiveness of methods for applying innovative models is now being measured.

## **INFERENCE**

In the doctrine of the approach to the culture of management as a special process, it is considered as a complex and dynamic aspect of the life of society, and management is understood as a continuous system of performing interrelated functions. Such functions include: planning, organizing, setting tasks (administration), motivation, leadership, coordination, supervision, research, communication, evaluation, decision-making, recruitment, negotiation and empowerment.



Thanks to the system-situational approach, it is possible to understand the processes taking place in the organization, the presence of cause-and-effect relationships between all participants in production, the external environment and the situation as a decisive factor in the behavior of participants.

The socio-cultural position of an individual in society has a comprehensive impact on the totality of the needs identified in it. As a result, the formation of views and approaches to the scientific management of society and their implementation in practice will ensure efficiency. At the same time, the possibility of changing the socio-cultural way of life of society, especially the population, through the development of science is taken into account.

The paradigmatic approach to the socio-cultural development of society as an innovative approach to the new stage of the country's development is of interest to representatives and researchers in this field. As a result, the perceptions that society has accepted as reality today are being questioned tomorrow. Because any social reality is relative, that is, in a given place it is incomplete and indefinite, capable of changing and developing.

Innovative approaches to socio-cultural technologies of scientific management of society can affect both the stable state (gender) of the trait and the changing level (qualifications, mood). Socio-cultural research of the significance of the above in the management process requires an important practical result. This is because property changes allow objects to predict the overall performance capabilities of certain situations. The ability to predict will allow you to influence the leader's object (the council) by changing some characteristics. Socio-cultural technologies protect people from the dangers and problems that may befall them [7.257.].

Innovation management in public administration is one of the priorities of the ongoing reforms in the field of technology development and implementation. Innovative approaches to the application of socio-cultural technologies of scientific management in the development of society are a key factor in achieving the strategic goals of the state and society.

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