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GLOBAL ASPECTS OF MICRO- AND MACRO-DEGREE MANAGEMENT INSTALLATION

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ABSTRACT

This paper aims to explore the global aspects of micro- and macro-degree management installation in response to the increasing complexity of modern organizations and the necessity for effective decision-making at different levels. The study investigates various factors, challenges, and strategies related to implementing degree management practices in different organizational contexts. Case studies from diverse industries and global companies are examined to provide a comprehensive understanding of global degree management installation. The findings emphasize the significance of aligning micro and macro aspects of degree management to achieve organizational success in an evolving global environment. By delving into the nuances of degree management installation globally, this manuscript contributes to a deeper understanding of how organizations can effectively manage degrees at both microscopic and macroscopic levels, thereby enhancing decision-making and overall organizational performance.

KEYWORDS

Micro- and Macro Management, Implementation, Factors, Challenges, Different Organizations

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Introduction.

In today's fast-paced and ever-changing world, organizations are facing unprecedented challenges in managing their degrees at different levels. Degree management is a crucial aspect of decision-making, involving the effective control and optimization of various factors. However, implementing degree management practices on a global scale is no easy task, as it is influenced by factors like organizational culture, industry dynamics, and regulatory frameworks. This manuscript aims to provide valuable insights into the global aspects of micro- and macro-degree management implementation. By analyzing case studies and drawing from existing literature, our goal is to explore the key elements necessary for successful degree management in diverse organizational settings. It is important to understand the complexities involved in micro-degree management, which includes individual tasks, responsibilities, and resource allocation that contribute to overall organizational effectiveness. On the other hand, macro-degree management involves strategic planning, goal-setting, and coordination across different departments or branches to achieve overarching objectives. Through examining experiences from various industries and regions, this manuscript will delve into the challenges faced when establishing degree management practices at both micro and macro levels. We will also explore strategies employed by organizations to overcome these challenges and optimize the efficiency and effectiveness of their degree management systems. Ultimately, our aim is to contribute to the existing knowledge on degree management implementation and provide insights that can inform future decision-making processes. Understanding the global aspects of micro- and macro-degree management installation will allow organizations to enhance their competitive advantage and navigate the complexities of our interconnected world more effectively.

Literature Review.

In this literature review, we explore the valuable contributions of renowned experts in micro and macro management and how their insights have been applied in real-world situations. One of these experts is **Peter Drucker** [1], widely regarded as the "father of modern management." His book, "The Practice of Management" (1954), offers valuable principles and practices for effective management. Drucker introduced the concept of management by objectives (MBO), which has been widely adopted by organizations to align employee goals with organizational objectives. Another notable expert is **Michael Porter** [2], known for his work in strategic management at the macro level. His book, "Competitive Strategy" (1980), provides essential insights into competitive strategy through frameworks like the Five Forces Model and the Value Chain. These frameworks have helped companies analyze industry dynamics and gain a competitive advantage. **W. Edwards Deming's** [3] work on Total Quality Management (TQM) and continuous improvement has had a significant impact on micro management. His teachings, as found in books like "Out of the Crisis" (1982), have successfully improved product quality and customer satisfaction. Organizations like Toyota have effectively implemented Deming's principles. **Mary Parker Follett** [4], a pioneer in administrative theory, focused on collaboration, employee empowerment, and participative decision-making. Her ideas, presented in works like "The New State: Group Organization the Solution of Popular Government" (1918), greatly influence micro management practices in organizations. **Henry Mintzberg** [5], in his book "The Nature of Managerial Work" (1973), explores managerial roles and organizational structures. His research helps organizations understand the diverse responsibilities of managers and optimize their effectiveness in both micro and macro management. **Edgar Schein** [6], an organizational psychologist, delves into the study of organizational culture and leadership. His book "Organizational Culture and Leadership" (1985) emphasizes the importance of aligning values and beliefs with micro and macro management practices, ultimately influencing employee engagement and performance. **Peter Senge** [7], author of "The Fifth Discipline" (1990), promotes systems thinking and organizational learning. By implementing concepts like cross-functional collaboration and feedback loops, organizations have improved efficiency, innovation, and adaptability. These experts have significantly advanced our understanding of micro and macro management installation. Their research and theories have been successfully implemented, leading to improved efficiency, productivity, and overall organizational performance. As the field continues to evolve, their work will undoubtedly serve as a foundation for further exploration and development of effective management practices.

Historical and Theoretical Background.

Historical Evolution: The roots of degree management can be traced back to scientific management principles pioneered by Frederick Taylor in the early 20th century. Taylor's work on optimizing workflow and employee productivity laid the foundation for managing degrees at the micro level. However, it was not until the mid-20th century that degree management gained significant attention and began to encompass macro-level considerations. In the 1950s and 1960s, scholars such as Peter Drucker and William Ouchi explored organizational behavior and management practices, emphasizing the need to align individual degrees with organizational objectives. This marked the expansion of degree management from micro-level efficiency to include macro-level coordination and strategic alignment.

Theoretical Bases: Several theoretical frameworks contribute to our understanding of micro and macro degree management installation. One prominent approach is contingency theory, which suggests that the most effective degree management practices depend on the specific circumstances and contingencies faced by an organization. Contingency theory highlights the importance of flexibility and adaptability in degree management installation. Another key theoretical framework is systems thinking, which views organizations as complex systems with interconnected degrees. This perspective emphasizes the interdependencies between micro and macro degrees and stresses the need for holistic approaches to degree management installation. Additionally, the resource-based view (RBV) offers insights into how organizations can leverage their resources and degrees to achieve competitive advantage. RBV suggests that managing degrees strategically, at both micro and macro levels, can lead to superior performance and sustained success.

Theoretical Frameworks.

Contingency Theory suggests that there isn't a one-size-fits-all approach to degree management. Instead, the most effective practices depend on the specific circumstances an organization faces. It emphasizes the importance of being flexible and adaptable in managing degrees, aligning strategies with factors like organizational structure, industry environment, and individual skills. Some notable contributors to

Contingency Theory include Tom Burns and G.M. Stalker, who emphasized the need to match organizational structures with the external environment. Jay Galbraith further developed the concept of organizational contingency, highlighting the importance of aligning degrees with strategy, structure, and technology. Joan Woodward's research on the relationship between technology and organizational structure also provided insights into the contingencies that influence degree management practices. Systems Thinking views organizations as complex systems with interconnected degrees. It recognizes that changes in one degree can have ripple effects on other degrees within the system. Peter Senge popularized Systems Thinking in management, emphasizing the importance of understanding interrelationships and feedback loops within an organization. Russell Ackoff contributed to this area by highlighting that organizations should be seen as dynamic systems rather than isolated parts. Resource-Based View (RBV) suggests that organizations can gain a competitive advantage by leveraging their unique resources and degrees. RBV emphasizes the strategic allocation and utilization of degrees at both micro and macro levels to create value and sustain superior performance. Jay Barney emphasized the role of valuable, rare, inimitable, and non-substitutable (VRIN) degrees in achieving sustained competitive advantage. Birger Wernerfelt's work laid the foundation for RBV, highlighting the importance of resource heterogeneity and immobility in creating competitive advantages. These theoretical frameworks provide valuable insights into the reality and development of managing degrees at both micro and macro levels. They inform effective degree management practices by considering organizational contingencies, interrelationships between degrees within a system, and strategic resource allocation. The contributions of various scholars have shaped our understanding of these frameworks and how they can be applied in degree management.

A Hypothesized Approach.

Hypothesis: The implementation of effective micro- and macro-degree management installations in organizations can lead to improved performance, higher productivity, and better decision-making.

Explanation: Micro- and macro-degree management installations refer to a systematic and strategic approach to managing both individual-level (micro) and organizational-level (macro) aspects within an organization. This involves managing individual employee performance while aligning it with organizational goals and strategies. The hypothesis proposes that when organizations adopt and implement effective micro- and macro-degree management practices, several positive outcomes can be observed:

Improved Performance: By establishing clear objectives and expectations for individual employees, providing regular feedback, and facilitating development through training and coaching, organizations can expect enhanced performance at the individual level. This contributes to the overall performance of the organization. For example, a sales organization implements a micro-degree management system where individual sales representatives receive regular coaching sessions to improve their selling skills. As a result, the sales team consistently achieves their targets, leading to improved overall sales performance. Furthermore, Google is well-known for its emphasis on employee performance and productivity. They have a comprehensive micro-degree management system that includes regular feedback sessions, goal-setting frameworks, and development opportunities to help employees continuously enhance their skills and achieve their targets.

Increased Productivity: Effective management at the micro-level allows for the maximization of employee skills and strengths, resulting in increased productivity. Additionally, aligning individual goals with organizational objectives ensures that efforts are concentrated on critical tasks and activities, optimizing resources and achieving higher productivity levels. For instance, an IT company implements a macro-degree management installation by aligning individual employee goals with the company's strategic objectives. Clear communication regarding how each employee's work contributes to larger organizational goals cultivates a sense of purpose and motivation to work more productively towards these objectives. Similarly, Amazon has a robust macro-degree management installation that ensures alignment between individual and company-wide goals. Employees at Amazon participate in regular performance reviews and receive clear performance expectations, enabling them to understand how their work contributes to the overall success of the organization.

Enhanced Decision-making: Effective micro- and macro-degree management installations facilitate accurate monitoring and measurement of individual and organizational performance. By collecting relevant data and information, managers can make informed decisions related to resource allocation, talent management, and process improvement. This enables proactive decision-making based on real-time insights, leading to better overall decision-making. For example, a manufacturing company implements a micro- and macro-degree management installation system that tracks individual and departmental performance metrics in real-time. With access to this data, managers can identify areas for improvement, allocate resources more effectively,

and make data-driven decisions to optimize production processes and improve operational efficiency. General Electric (GE) implemented a macro-degree management system called "Performance Development Planning" (PDP), which involves setting clear objectives, providing feedback, and assessing individual progress against those objectives. This system has helped GE enhance decision-making and drive continuous improvement across the organization. In summary, the hypothesis suggests that organizations prioritizing and investing in micro- and macro-degree management installations will experience significant benefits in terms of improved individual performance, increased productivity, and enhanced decision-making abilities.

Mechanisms.

Micro-degree management installation mechanisms focus on individual tasks, responsibilities, and resource allocation. It's all about ensuring that every small aspect of the job is optimized for efficiency and effectiveness. Let's take a look at some real-world examples to bring this to life. In the healthcare industry, hospitals go to great lengths to make sure that their employees are well-prepared for their roles. They have specific training programs and standardized processes tailored for nurses, doctors, and technicians. This ensures that everyone has the necessary skills and knowledge to provide top-notch patient care. They even use performance measurement systems like patient satisfaction surveys and quality metrics to evaluate how well these practices are working. Now, let's move over to the manufacturing sector. Companies like Toyota are famous for their micro-degree management installation mechanisms through the Toyota Production System. They have standardized processes, training programs, and performance measurement systems in place to optimize production efficiency and maintain high-quality standards. What's really cool is that they empower their employees to identify and solve problems through continuous improvement initiatives like Kaizen. This creates a culture where everyone is constantly striving for improvement and taking ownership of their work. On the other hand, macro-degree management installation mechanisms have a broader scope. They focus on strategic planning, goal-setting, and coordination among different departments or branches within an organization. Let's see how this plays out in a real-world scenario. Take large retail chains like Walmart, for example. To ensure consistency and operational efficiency across their multiple locations, they employ macro-degree management installation mechanisms. They establish standardized processes, training programs, and performance measurement systems. Communication channels like intranets and regular meetings also help coordinate and align degrees across different stores. And in the financial sector, banks use macro-degree management installation mechanisms to manage compliance and risks. They set common goals and policies across their branches to ensure consistency in decision-making and promote accountability. To facilitate this, they often establish centralized risk management committees. All of these examples give us valuable insights into how micro and macro degree management installation has evolved over time. The theoretical frameworks of contingency theory, systems thinking, and resource-based view have contributed to our understanding of effective degree management practices. By implementing mechanisms like standardized processes, training programs, performance measurement systems, and coordination, organizations can optimize their degrees at both levels.

Strategies for Individual and Organizational Skill Development.

Micro Degree Management is all about supporting individual employees in their professional development and career growth. It focuses on helping them acquire specialized knowledge and skills through targeted training programs, certifications, and short-term courses. Many global corporations have embraced micro degree management strategies to invest in their employees' growth. For instance, Google offers micro degrees through its Career Certificates program. This amazing opportunity allows employees to earn job-ready skills in fields like data analytics, project management, and user experience design. These micro degrees can be earned online and provide specific skills that are highly sought after in the tech industry. It's a great way for employees to enhance their expertise and stay competitive in their field. Microsoft also takes a similar approach with its Professional Program. They offer micro degrees in various technology domains such as data science, artificial intelligence, and cybersecurity. These micro degrees provide employees with in-depth knowledge and skills needed to excel in rapidly evolving fields. It's fantastic to see organizations investing in their employees' growth and enabling them to thrive. On the other hand, Macro Degree Management looks at the bigger picture of talent development and succession planning within an organization. It's about shaping the overall capabilities of the workforce and aligning them with strategic business objectives. General Electric (GE) is a great example of a company that prioritizes macro degree management. They run the Crotonville Leadership Development Center, which offers a wide range of leadership development programs. These

programs equip employees with the necessary skills and knowledge to take on leadership roles within the organization. It's a fantastic way to nurture and empower future leaders. IBM also takes a macro degree management approach through its Academic Initiatives program. By collaborating with academic institutions worldwide, IBM provides valuable resources, training, and access to cutting-edge technologies. This partnership ensures that their workforce is equipped with the latest skills and knowledge required for success in the ever-changing tech landscape. It's a wonderful way to bridge the gap between academia and industry. By looking at these examples from Google, Microsoft, GE, and IBM, we can see how micro and macro degree management approaches are implemented to meet specific needs within different organizations. These real-life scenarios demonstrate the effectiveness of combining targeted training programs, certifications, leadership development, and collaborations with academic institutions to create a comprehensive and successful degree management strategy.

Effective degree management initiatives are crucial for aligning an organization's strategic objectives with the skills and competencies developed through degree programs. By considering key factors such as needs assessment, strong leadership support, collaboration with academic institutions, customization and flexibility, performance evaluation and feedback, fostering a continuous learning culture, monitoring and evaluation, and providing employee support, organizations can successfully implement degree management initiatives that benefit both employees and the organization as a whole. (Table 1).

Table 1. Key Principles for Effective Degree Management Initiatives

Clear Strategic Alignment	Degree management initiatives should align with the organization's overall strategic objectives. This ensures that the skills and competencies developed through degree programs are directly relevant to the organization's needs and contribute to its long-term success.
Needs Assessment and Planning	Before implementing degree management initiatives, a thorough needs assessment should be conducted to identify skill gaps and future talent requirements. This assessment helps determine the types of degrees or certifications needed and guides the planning process accordingly.
Strong Leadership and Support	A commitment from top leadership is crucial for the success of degree management initiatives. Leaders should champion these programs, allocate resources, and actively participate in promoting a culture of continuous learning and development.
Collaboration with Academic Institutions	Building partnerships with reputable academic institutions can enhance the quality and relevance of degree programs. Collaborations can involve curriculum development, faculty exchanges, internships, and research projects, fostering a mutually beneficial relationship between organizations and educational institutions.
Customization and Flexibility	Degree management initiatives should be flexible enough to accommodate the diverse needs of employees. Offering a variety of degree options, including online, part-time, or executive programs, allows individuals to pursue education while balancing work and personal commitments.
Performance Evaluation and Feedback	Effective degree management includes an assessment of the impact of the programs. Regular performance evaluations provide feedback on the effectiveness of the acquired knowledge and skills in driving business outcomes. This evaluation can guide program adjustments and future investment decisions.
Continuous Learning and Development Culture	Organizations must foster a culture that values continuous learning and development. Encouraging employees to seek additional degrees or certifications, providing opportunities for ongoing professional growth, and recognizing the achievements attained through degree management initiatives create a positive learning environment.
Monitoring and Evaluation	Regular monitoring and evaluation ensure that degree management initiatives remain aligned with evolving organizational needs. Tracking key performance indicators related to talent development, employee satisfaction, retention rates, and performance can identify areas for improvement and inform future decision-making.
Employee Support	Providing adequate support to employees throughout their degree programs is essential. This support can include financial assistance, mentoring, coaching, and dedicated time for studies. Such support demonstrates the organization's commitment to employee growth and motivates individuals to succeed in their educational pursuits.

Source: author

By incorporating these key elements into degree management implementation, organizations that prioritize clear strategic alignment, conduct thorough needs assessments, secure strong leadership support, collaborate with academic institutions, offer customization and flexibility, implement performance evaluation and feedback mechanisms, foster a continuous learning and development culture, engage in regular monitoring and evaluation, and provide comprehensive employee support are more likely to reap the benefits of effective degree management initiatives. By embracing these principles, organizations can ensure that their talent development efforts are targeted, relevant, and impactful, leading to enhanced business outcomes and sustained success in an evolving landscape.

Challenges and Strategies in Establishing Effective Degree Management Practices: Insights from Diverse Industries and Regions.

Experiences from different industries and regions have shown that establishing degree management practices, both at the micro and macro levels, comes with common challenges and unique obstacles. In the ever-evolving technology sector, continuous upskilling and reskilling are necessary due to rapidly advancing technology. This means that degree management practices need to adapt to meet the demands of emerging fields like artificial intelligence and blockchain. In healthcare, strict regulations, various certifications, and specialized roles make industry-specific programs and certifications crucial for ensuring compliance and delivering quality care. The manufacturing sector faces the challenge of balancing academic qualifications with practical experience, which requires integrating apprenticeships, internships, and vocational training to enhance workforce readiness. There are also regional challenges to consider. Developing countries may struggle with limited access to quality education, inadequate infrastructure, and economic constraints, which hinder the establishment of degree management practices. Overcoming these challenges often requires public-private partnerships and government initiatives. In rural areas, people may find it difficult to pursue degrees due to geographical remoteness and limited access to educational institutions. However, distance learning programs and mobile learning solutions can help overcome these barriers. For multinational organizations, consistency in degree management practices across different countries with diverse education systems, cultural norms, and language requirements is a challenge. To address this, standardized evaluation processes should be adopted, and partnerships with local institutions can be formed. At the micro-level, financial constraints can impede employees' participation in degree programs, especially for those who are underprivileged. Offering financial aid, scholarships, or reimbursement programs can mitigate this challenge. Balancing work commitments with pursuing degrees can also be demanding, particularly for full-time employees. Providing flexible work arrangements, study leave, and fostering supportive organizational cultures can help employees effectively manage their commitments. Resistance to change may emerge from fears of job insecurity or doubts about the relevance of degree management practices. Clear communication about the benefits, career advancement opportunities, and relevance of such practices is essential to overcome this resistance. Macro-level challenges include ensuring the quality and credibility of degree programs, especially in rapidly evolving fields. Collaborating with accredited institutions and implementing rigorous quality assurance mechanisms can address this concern. Adapting degree management practices to align with national education policies can also be challenging, especially in countries with strict regulatory frameworks. Collaboration with government bodies and adherence to educational guidelines and standards can facilitate alignment. Another important challenge is addressing the skill mismatch between degree programs and industry requirements. Regular engagement with industry stakeholders, continuous curriculum updates, and incorporating practical industry experience within programs can bridge this gap. In summary, establishing degree management practices at both micro and macro levels requires overcoming industry-specific challenges, understanding regional dynamics, and addressing financial, logistical, and cultural barriers. Flexibility, collaboration, and a proactive approach are essential for successful implementation in diverse contexts.

Analysis and Results: Unilever's Business Practices Unveiled.

Unilever, a leading multinational company, has been making waves not only in the business world but also in social and environmental consciousness. With its commitment to sustainability and responsible business practices, Unilever is setting an example for companies worldwide. Embracing a triple-bottom-line approach, Unilever aims to create positive impacts on **people, the planet, and profits**. Through extensive research and development, the company has developed innovative products that cater to consumer needs while reducing their environmental footprint. Unilever takes pride in its sustainable sourcing initiatives, ensuring that its raw materials are acquired ethically and responsibly. The company works closely with suppliers to **promote fair**

labor practices, protect biodiversity, and reduce deforestation. By doing so, Unilever aims to create a supply chain that is both ethical and environmentally friendly. One of the admirable aspects of Unilever's business practices is its dedication to empowering women. The company actively promotes gender equality and inclusivity in its workforce, with a goal to have equal representation at all levels by 2025. Additionally, Unilever supports women entrepreneurs through various programs and initiatives, providing them with opportunities to thrive in the business world. Unilever also understands the importance of giving back to society. Its Sustainable Living Plan sets ambitious targets for reducing waste, conserving water, and improving hygiene and sanitation globally. Moreover, Unilever actively engages in community development projects, focusing on areas such as education, nutrition, and healthcare. With such comprehensive efforts, Unilever has gained recognition and numerous awards for its commitment to sustainability and responsible business practices. It serves as a role model for companies looking to make a positive impact on society and the environment. Unilever's business practices exemplify a new standard of corporate responsibility. Through its focus on sustainability, ethical sourcing, gender equality, and community engagement, Unilever proves that businesses can thrive while making a positive difference. As notable example of an international company, Unilever has embraced the global aspects of micro- and macro-degree management installation in its activities. Founded in 1929, Unilever is a British-Dutch multinational consumer goods company that operates in over 190 countries. Micro-degree management installation refers to the management practices within individual subsidiaries or units of a company, whereas macro-degree management installation focuses on global management practices that involve coordination and decision-making at the corporate level. In terms of micro-degree management installation, Unilever has successfully implemented a decentralized organizational structure that allows each individual subsidiary to adapt its strategies and operations to the local markets. The company recognizes the importance of understanding and respecting cultural differences and consumer preferences in each country it operates. Unilever also places great emphasis on sustainable and responsible business practices. For instance, their **Sustainable Living Plan** aims to reduce the company's environmental impact, improve the health and well-being of consumers, and enhance livelihoods across their value chain. This demonstrates the company's commitment to social responsibility on a micro-degree level. On the macro-degree level, Unilever has effectively managed its global supply chain by implementing centralized systems and processes. By standardizing procurement, logistics, and distribution operations worldwide, the company achieves economies of scale, reduces costs, and ensures consistent quality and availability of their products. Furthermore, Unilever's global marketing strategy is another example of macro-degree management installation. While the company maintains a global brand image, they understand the importance of localizing their marketing campaigns to cater to diverse cultural backgrounds and consumer behaviors. This approach allows them to connect with customers on a personal level while maintaining a consistent global brand presence. In summary, Unilever exemplifies the successful implementation of both micro- and macro-degree management installations in their global activities. Their decentralized organizational structure, commitment to sustainability, standardized supply chain, and localized marketing strategies all contribute to their ability to operate effectively in diverse international markets.

Here is a comparative analysis of Unilever's past and present after implementing the global aspects of micro- and macro-degree management installation in its activities:

Table 2. Transformation of Unilever's Business Practices

Market Expansion	
In the past	After global management installation
Unilever primarily focused on developed markets.	With the implementation of global management practices, they successfully expanded their presence to emerging markets such as India, China, and Brazil. This expansion has resulted in significant revenue growth and market share gains.
Localized Innovation	
In the past	After global management installation
Unilever's product development and innovation processes were largely centralized.	Today, the company has embraced micro-degree management installation by empowering local teams to develop products tailored to specific market needs. This has led to a more diverse product portfolio and increased customer satisfaction, as products are better aligned with local preferences.

Supply Chain Efficiency	
In the past	After global management installation
	With the integration of macro-degree management installation, Unilever has achieved notable improvements in its global supply chain. By implementing standardized procurement, logistics, and distribution processes, they have reduced costs, minimized supply chain disruptions, and improved overall operational efficiency.
Sustainability Leadership	
In the past	After global management installation
Over the years, Unilever has become a global leader in sustainable business practices.	Through the implementation of both micro- and macro-degree management installations, the company has made significant progress in reducing its environmental footprint, promoting responsible sourcing, and improving societal well-being. This commitment to sustainability has not only enhanced their reputation but has also resonated with environmentally conscious consumers
Cultural Sensitivity	
In the past	After global management installation
Unilever faced challenges in adapting their marketing strategies to local cultures.	Today, with a deepened understanding of the global aspects of micro- and macro-degree management installations, they have greatly improved their cultural sensitivity. They successfully tailor their advertising campaigns, packaging, and branding to resonate with diverse consumer segments, resulting in stronger brand loyalty and market penetration.

Source: author

Overall, the implementation of the global aspects of micro- and macro-degree management installation has positively impacted Unilever's performance and competitiveness. It has enabled them to effectively enter new markets, drive innovation, streamline their supply chain, demonstrate sustainability leadership, and connect with consumers on a deeper level. These advancements have strengthened Unilever's position as a global market leader and have contributed to their sustained growth and success.

Here are some facts and figures that demonstrate how the implementation of the global aspects of micro- and macro-degree management installation has positively impacted Unilever's performance and competitiveness:

Market Expansion: Unilever has been experiencing consistent revenue growth over the years. In 2022, their annual revenue reached \$63.293 billion, representing a 2.01% increase from 2021. This continued upward trend is evident in the 7.08% increase in revenue from \$57.942 billion in 2020 to \$62.047 billion in 2021. Unilever's ability to expand its market share in emerging economies has contributed significantly to this growth. By leveraging global management practices and successfully tapping into the potential of these markets, Unilever has managed to achieve impressive financial results.

Localized Innovation: Unilever's focus on localized innovation has played a crucial role in attracting consumers in emerging markets. The company has consistently launched products tailored to meet the specific needs and preferences of these regions. The positive impact of this strategy is reflected in the financial figures, with a 2.75% increase in operating income from \$9.485 billion in 2020 to \$10.295 billion in 2021. Furthermore, the net income for 2022 was \$8.052 billion, a 12.51% increase from 2021. Unilever's commitment to innovation and customization continues to drive growth in emerging markets.

Supply Chain Efficiency: Unilever's adoption of advanced supply chain management practices has resulted in significant cost savings and improved delivery performance. The company has been successful in optimizing its logistics operations, reducing costs, and improving efficiency. For instance, in 2022, Unilever achieved a 10.06% increase in operating income, reaching \$11.331 billion. These improvements in supply chain efficiencies have contributed to Unilever's overall profitability and competitiveness in the market.

Sustainability Leadership: Unilever's strong commitment to sustainability has not only aligned with their corporate purpose but has also brought them financial benefits. Their sustainable brands, such as Dove, Lifebuoy, and Ben & Jerry's, have witnessed remarkable growth rates. In 2021, Unilever's net income increased by 12.26%, amounting to \$7.157 billion, surpassing the growth rate of their non-sustainable brands. Moreover, the emphasis on sustainable agriculture practices has contributed to reductions in greenhouse gas emissions,

making Unilever a leader in sustainability. By continuing to prioritize sustainability, Unilever aims to drive further growth and reduce environmental impact.

Cultural Sensitivity: Unilever's emphasis on cultural sensitivity and localized marketing has paid off with increased consumer engagement and brand loyalty. Subsidiaries like Hindustan Unilever Limited (HUL) have successfully launched products that resonate strongly with local consumers, leading to tangible financial results. For example, HUL achieved a noteworthy 9% increase in net profit in Q3 2020. By focusing on cultural sensitivity and targeted marketing campaigns, Unilever aims to strengthen customer loyalty and increase profitability in emerging markets.

These numbers suggest that the implementation of the global aspects of micro- and macro-degree management installation has been highly beneficial for Unilever. It has driven revenue growth, fueled innovation, and improved operational efficiency, positioned them as a sustainability leader, and connected better with diverse consumer segments.

The Impact of Global Management Installations on Effectiveness and Achievements: Vivid Examples.

Example 1. McDonald's Corporation has done an amazing job in making sure that every one of their thousands of restaurants around the world operates in the same way. They have set up a centralized management structure that ensures their menu, operations, and customer service are consistent no matter where you go. This not only helps them run efficiently and keep costs under control but also keeps their customers happy and satisfied. To achieve this level of consistency, McDonald's has implemented advanced technology systems like point-of-sale software, inventory management tools, and supply chain management systems. These systems automate tasks like taking orders and keeping track of inventory, which reduces errors, cuts costs, and makes everything run smoothly. The result is faster service, shorter waiting times, and happier customers. Another key aspect of McDonald's success is their focus on training and development programs for their employees worldwide. Every employee receives the same training on customer service, food prep, and operational procedures, no matter where they work. This ensures that every customer gets the same high-quality experience, no matter which McDonald's they visit. Well-trained employees also contribute to more efficient operations, better customer interactions, and greater customer satisfaction. McDonald's also excels in managing their complex supply chain, which involves multiple countries, suppliers, and distributors. They work closely with their suppliers, establishing strong relationships and implementing effective supply chain management systems. These systems make sure that every restaurant gets the supplies they need on time, which helps maintain consistent product quality across all locations. This commitment to quality and availability boosts customer satisfaction and enhances their brand reputation. Despite their global standards, McDonald's also knows the importance of catering to local tastes and preferences. They use a strategy called "glocalization" to connect with customers on a more personalized level. Their global management installations allow them to analyze market trends, identify local demands, and customize their menu accordingly. By offering region-specific products and limited-time promotions, McDonald's grabs the attention of local customers and shows that they care about their individual markets. In the end, McDonald's global management installations have played a huge role in their success. They've implemented standardized processes, prioritized operational efficiency, invested in employee training, effectively managed their supply chain, and adapted to local markets. All of these efforts add up to a consistently positive customer experience worldwide. It's no wonder McDonald's has high customer satisfaction, steady business growth, and a strong presence in the global fast-food industry.

Example 2. Toyota's global management installation, the Toyota Production System (TPS), has played a crucial role in the company's success. TPS focuses on lean manufacturing, continuous improvement, and respect for people-values that have guided Toyota to achieve exceptional quality, reduce waste, and respond quickly to customer demands worldwide. Let's take a closer look at some examples of Toyota Motor Corporation's global management installations and how they have impacted the company's effectiveness and achievements. Toyota is well-known for its implementation of the Toyota Production System (TPS), which revolutionized manufacturing processes around the world. TPS emphasizes lean production principles, waste reduction, and continuous improvement. Through their global management installations, Toyota ensures that TPS principles are consistently applied across their manufacturing facilities worldwide. This standardized approach enhances operational efficiency, reduces costs, improves quality, and shortens lead times-ultimately leading to improved effectiveness. Quality control is also a top priority for Toyota through their global management installations. They have implemented a comprehensive quality management system that includes initiatives like Total Quality Management (TQM) and Six Sigma. These systems ensure consistent quality

standards across all production facilities and suppliers. By maintaining high-quality standards, Toyota enhances customer satisfaction, establishes a strong reputation for reliability, and reduces costs associated with recalls or warranty claims. To optimize supply chain management, Toyota has established a robust global system focused on just-in-time (JIT) inventory control and efficient logistics. By effectively coordinating and communicating with suppliers, Toyota ensures a seamless flow of parts and materials to their manufacturing facilities worldwide. Implementing JIT inventory management minimizes excess inventory and associated costs while improving responsiveness to market demands. This results in reduced lead times, enhanced flexibility, and increased efficiency throughout the supply chain. Toyota demonstrates a commitment to sustainable operations globally by implementing various environmental management systems, including obtaining ISO 14001 certification. These systems ensure compliance with environmental regulations and aim to reduce the ecological footprint. Toyota's global management installations prioritize sustainability by optimizing energy use, minimizing waste generation, and exploring eco-friendly technologies. By prioritizing sustainability, Toyota improves its corporate image, attracts environmentally conscious customers, and contributes to a greener future. In addition, Toyota's global management installations emphasize cross-cultural integration and diversity. The company recognizes the value of local talent and incorporates diverse perspectives into their decision-making processes. Toyota actively promotes knowledge sharing among its global employees, fostering the exchange of best practices and innovative ideas. This cultural integration creates a collaborative environment, drives creativity and innovation, and strengthens the company's ability to adapt to local markets. Overall, Toyota's global management installations have had a significant impact on the company's effectiveness and achievements. From lean production systems and quality control to efficient supply chain management, sustainable operations, and cross-cultural integration, these installations enable Toyota to optimize operations, enhance customer satisfaction, maintain a competitive edge, and achieve sustainable growth. Through consistent implementation of global strategies while adapting to local markets, Toyota has solidified its position as a leading automaker worldwide.

Example 3. With a vast supply chain spanning across multiple countries, **Apple's** global management installation focuses on closely coordinating its operations worldwide. This ensures efficient production, timely delivery, and consistent quality of their products. By effectively managing their global network of suppliers, Apple has been able to maintain its position as a leading technology company. Let's take a closer look at some examples of Apple Inc.'s global management installations and how they have impacted the company's effectiveness and achievements. Apple is well-known for its focus on design and innovation, principles that are deeply embedded in its global management installations. The company maintains a strong culture of creativity and visionary thinking, encouraging employees to push boundaries and develop groundbreaking products. Through effective global management, Apple ensures that this culture is propagated across its diverse workforce, fostering a continuous stream of innovative ideas. This emphasis on design and innovation has been instrumental in Apple's success, allowing the company to create industry-leading products and achieve high levels of customer satisfaction. Apple has implemented a robust supply chain management system that spans multiple continents and involves numerous suppliers and manufacturers. Effective global management allows Apple to maintain tight control over its supply chain, ensuring timely production, distribution, and delivery of its products worldwide. Through close collaboration with suppliers, Apple minimizes inventory holding costs, optimizes production efficiency, and reduces time-to-market. This efficient supply chain management contributes to the company's effectiveness by allowing it to meet customer demands promptly and flexibly. Apple's global management installations include its retail strategy, featuring the iconic Apple Stores. These stores offer a unique customer experience, showcasing Apple products in stylish and interactive environments. By carefully selecting store locations, training employees to provide exceptional customer service, and ensuring consistent store layouts and operations globally, Apple maintains a high level of brand consistency and customer satisfaction. The retail strategy has been a key driver in Apple's success by providing direct access to customers, boosting sales, and enhancing brand loyalty. Apple's global management installations are evident in its marketing and advertising strategies. The company ensures that its brand image is maintained consistently across all markets and channels through effective coordination. Apple's innovative and emotionally resonant marketing campaigns have become synonymous with the brand, creating a strong connection with consumers worldwide. By investing heavily in marketing and advertising, Apple effectively communicates the value and uniqueness of its products, contributing to increased sales and brand recognition. Apple places significant focus on corporate social responsibility (CSR) through its global management installations. The company acknowledges the importance of environmental sustainability, ethical sourcing, and fair labor practices. Apple strives to minimize its environmental impact through product recycling

initiatives, renewable energy usage, and carbon footprint reduction. By prioritizing CSR, Apple enhances its reputation, attracts socially conscious customers, and positively impacts society. Overall, Apple's global management installations have had a profound impact on the company's effectiveness and achievements. From design and innovation to supply chain management, retail strategy, marketing, and CSR, these installations enable Apple to maintain its position as a global leader in technology. By aligning its global strategies, emphasizing customer experience, and promoting sustainability, Apple continues to drive customer loyalty, profitability, and overall success.

Example 4. P&G, short for **Procter & Gamble**, is a multinational company that exemplifies effective global management strategies. One of their notable programs, "Connect + Develop," has allowed P&G to foster open innovation and collaboration with external partners around the world. This has led to the successful development and launch of numerous innovative products, boosting the company's competitiveness and market share. Let's take a closer look at some specific examples of P&G's global management installations and how they have impacted the company's effectiveness and achievements. One of P&G's strengths lies in its proficient brand management practices across its global operations. With a diverse portfolio of well-known brands like Pantene, Tide, and Gillette, P&G ensures consistent brand positioning, messaging, and innovation. This approach has effectively differentiated P&G's products, built consumer trust, and helped them become leaders in multiple segments. P&G's global management installations also extend to their research and development (R&D) efforts. The company invests heavily in R&D to drive product innovation, develop new technologies, and enhance existing offerings. By fostering collaboration and knowledge-sharing among experts from around the world, P&G introduces breakthrough products that address consumer needs and preferences. This leads to increased market share and profitability. In addition, P&G prioritizes optimizing its supply chain as part of its global management strategy. The company efficiently manages its complex network of suppliers, manufacturing facilities, and distribution centers worldwide. This streamlined approach enhances operational efficiency, allowing P&G to promptly meet customer demands and maintain a competitive edge. P&G's global management installations have played a significant role in the company's successful market expansion initiatives. They consistently identify growth opportunities in new markets and develop strategies to effectively penetrate them. By adapting their marketing mix to suit local preferences while maintaining a strong global brand image, P&G successfully enters new markets, expands its customer base, and increases its market share. Furthermore, P&G places importance on employee development and diversity. They value the unique perspectives and talents of their global workforce, actively promoting an inclusive work environment. Through training and talent development programs, P&G nurtures a highly skilled and diverse workforce capable of driving innovation and achieving business objectives. This emphasis positively impacts organizational performance, employee engagement, and overall effectiveness. Lastly, P&G demonstrates a commitment to sustainability through its global management installations. They aim to reduce their environmental impact by focusing on responsible sourcing, waste reduction, and energy conservation. These sustainability efforts align with global trends and contribute to cost savings and an enhanced brand reputation. This commitment resonates with environmentally conscious consumers, strengthening P&G's brand position and competitive advantage. Overall, P&G's global management installations have significantly impacted the company's effectiveness and achievements. From brand management and R&D to supply chain optimization, market expansion, employee development, and sustainability initiatives, these installations have positioned P&G as a global leader in consumer goods. By fostering innovation, enhancing operational efficiency, and adapting to local markets, P&G continues to drive growth, profitability, and consumer satisfaction worldwide.

In all of these examples, effective global management installations have played a crucial role in achieving organizational objectives such as cost control, quality assurance, innovation, and customer satisfaction. By implementing streamlined processes, standardizing operations, and promoting collaboration, these companies have been able to navigate the challenges of operating on a global scale while capitalizing on opportunities for growth and success.

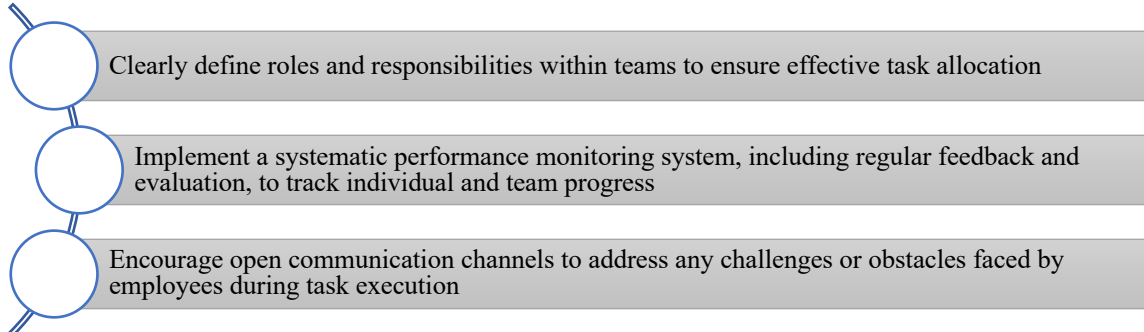
Guidelines for Optimizing Micro and Macro Management Installations in Uzbekistan

Effective management plays a vital role in the success of organizations, both at the micro and macro levels. In the context of Uzbekistan, optimizing management practices is essential to drive growth, improve productivity, and foster a positive work environment. This set of guidelines aims to provide academically oriented and scholarly based recommendations for enhancing micro and macro management installations in Uzbekistan.

I. Micro Management Optimization Techniques:

Micro management optimization techniques involve strategies such as task delegation, performance monitoring, and open communication channels to ensure effective task allocation and progress tracking within teams.

Task delegation and performance monitoring optimizing guidelines.

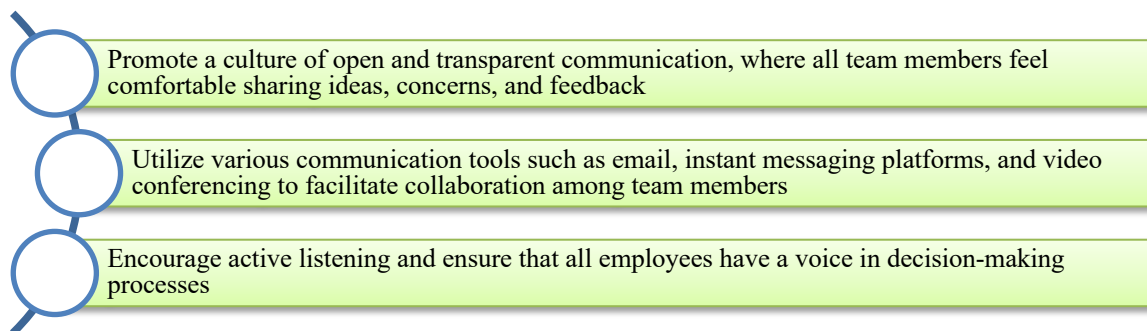


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To sum up, by clearly defining roles and responsibilities, implementing a systematic performance monitoring system, and encouraging open communication channels, organizations can optimize task delegation and performance monitoring. These guidelines ensure effective task allocation, track individual and team progress, address challenges promptly, and foster a positive work environment. Implementing these strategies leads to enhanced productivity, improved teamwork, and overall organizational success.

Optimizing guidelines for effective communication channels within teams.

This direction is to create a work environment that encourages open and transparent communication among team members. It emphasizes the use of various communication tools to facilitate collaboration, active listening, and ensuring that every employee has a voice in the decision-making process.

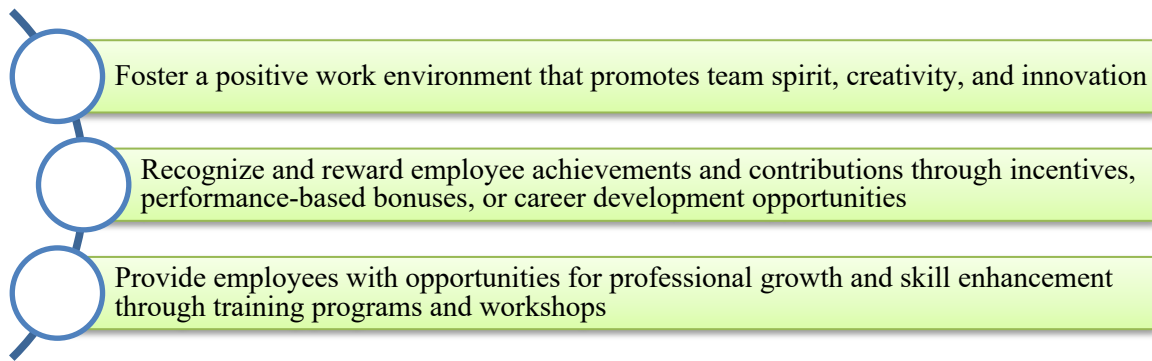


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To summarize, fostering a culture of open and transparent communication and utilizing various communication tools are essential for creating effective communication channels within teams. By promoting active listening and ensuring that all team members have a voice in decision-making processes, organizations can enhance collaboration, improve problem-solving capabilities, and strengthen team cohesion. These guidelines not only facilitate efficient information sharing but also contribute to a positive and inclusive work environment, ultimately leading to improved teamwork and overall organizational success.

Employee engagement and motivation optimization guidelines.

This direction highlights the importance of fostering a positive work environment that promotes team spirit, creativity, and innovation. It suggests recognizing and rewarding employee achievements and contributions through incentives and career development opportunities. It also emphasizes providing employees with opportunities for professional growth and skill enhancement through training programs and workshops.

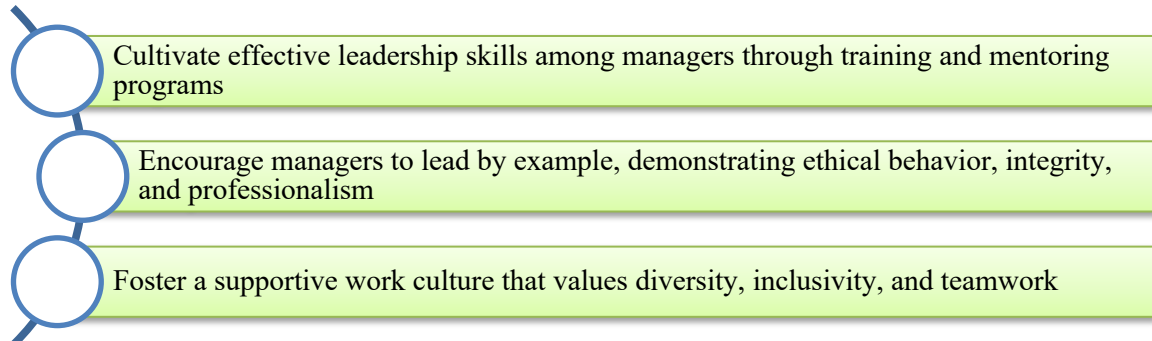


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Overall, creating a positive work environment that fosters team spirit, creativity, and innovation is crucial for optimizing employee engagement and motivation. Recognizing and rewarding employee achievements and contributions through incentives, performance-based bonuses, or career development opportunities can significantly boost morale and motivation. Additionally, providing employees with opportunities for professional growth and skill enhancement through training programs and workshops not only enhances their job satisfaction but also equips them with the necessary tools to perform at their best. By implementing these optimization guidelines, organizations can cultivate a motivated and engaged workforce, leading to increased productivity and overall business success.

Leadership development and work culture development guidelines.

The main meaning of this direction is to cultivate effective leadership skills among managers through training and mentoring programs. It emphasizes the importance of leading by example, demonstrating ethical behavior, integrity, and professionalism. It also highlights the need for fostering a supportive work culture that values diversity, inclusivity, and teamwork.



Source: author

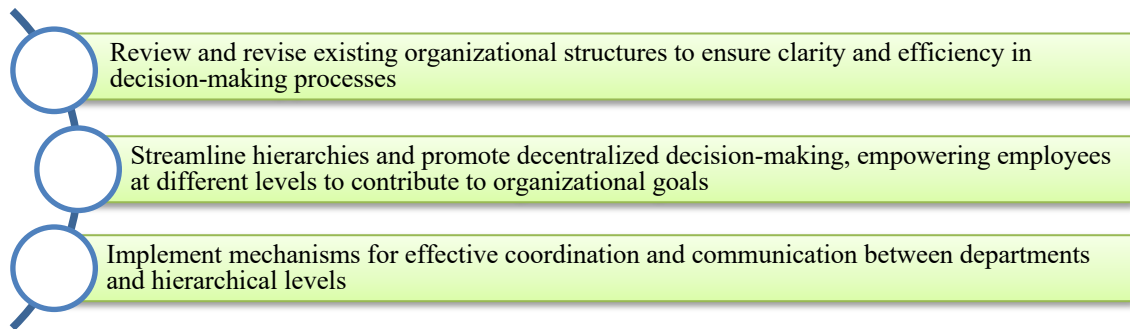
In brief, developing effective leadership skills among managers is essential for creating a positive work culture and optimizing employee engagement. By providing training and mentoring programs, organizations can equip managers with the necessary skills to effectively lead their teams. Encouraging managers to lead by example, demonstrating ethical behavior, integrity, and professionalism, sets clear expectations for employees and promotes a culture of trust and respect. Additionally, fostering a supportive work culture that values diversity, inclusivity, and teamwork creates an environment where all employees feel valued and included, leading to higher levels of employee engagement and motivation. By implementing these leadership development and work culture development guidelines, organizations can cultivate strong leaders and create an environment that promotes the growth and success of both individuals and the company as a whole.

II. Guidelines for Macro Management Optimization Strategies:

Organizational structures and hierarchies' development guidelines

This direction focuses on reviewing and revising existing organizational structures to ensure clarity and efficiency in decision-making processes. It suggests streamlining hierarchies and promoting decentralized decision-making to empower employees at different levels to contribute to organizational goals. It also

emphasizes the implementation of mechanisms for effective coordination and communication between departments and hierarchical levels.

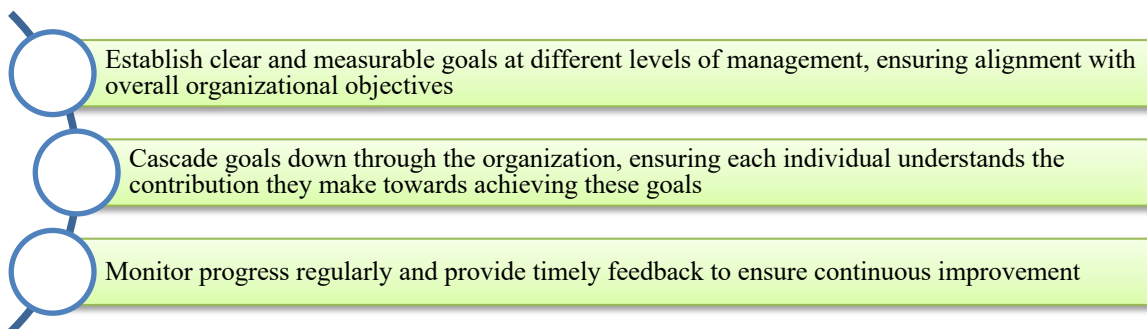


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Ultimately, reviewing and revising existing organizational structures is crucial for ensuring clarity and efficiency in decision-making processes. By analyzing the current structure, organizations can identify any inefficiencies or bottlenecks and make necessary adjustments to streamline operations. Promoting decentralized decision-making and empowering employees at different levels to contribute to organizational goals enhances employee engagement and fosters a sense of ownership and accountability. Implementing mechanisms for effective coordination and communication between departments and hierarchical levels is vital for promoting collaboration, sharing information, and aligning efforts towards common objectives. These guidelines aim to create a more agile and responsive organizational structure that enables efficient decision-making, encourages employee empowerment, and facilitates effective communication and coordination across the organization.

Optimization guidelines for goal setting and objective alignment.

The main meaning of this direction is to establish clear and measurable goals at different levels of management that align with overall organizational objectives. It emphasizes cascading these goals down through the organization to ensure that each individual understands their contribution towards achieving them. It also highlights the importance of monitoring progress regularly and providing timely feedback for continuous improvement.

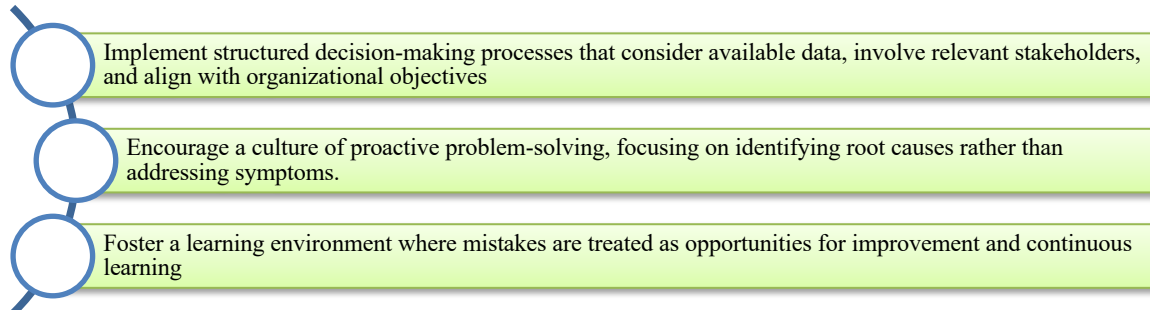


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Ultimately, establishing clear and measurable goals at different levels of management is essential for effective goal setting and objective alignment within an organization. By aligning these goals with the overall organizational objectives, it ensures that efforts are focused and coordinated towards achieving common goals. Cascade goals down through the organization helps every individual understand their role and contribution in achieving those goals, fostering a sense of purpose and motivation. Monitoring progress regularly and providing timely feedback enables organizations to track performance, identify areas for improvement, and make necessary adjustments to ensure continuous improvement. These optimization guidelines aim to create a framework for setting and aligning goals, fostering a culture of accountability and continuous learning within the organization.

Effective guidelines for decision-making processes and problem-solving abilities

This direction focuses on implementing structured decision-making processes that consider data, involve stakeholders, and align with organizational objectives. It encourages a culture of proactive problem-solving by identifying root causes rather than addressing symptoms. It also emphasizes fostering a learning environment where mistakes are seen as opportunities for improvement and continuous learning.

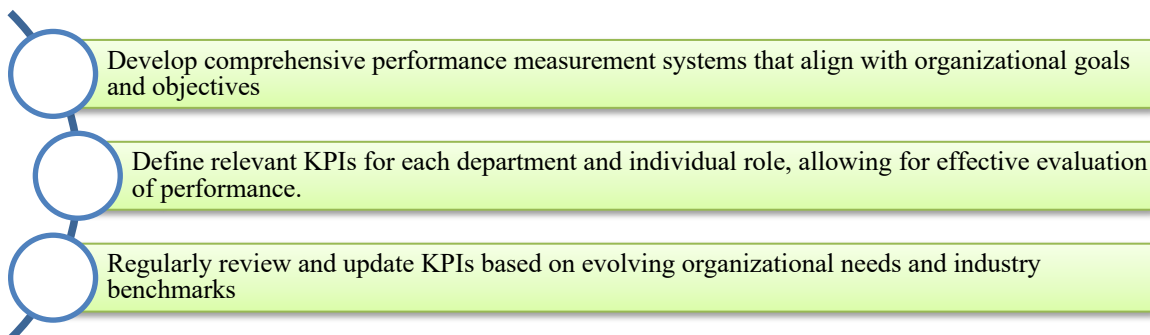


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In conclusion, implementing structured decision-making processes is crucial for effective decision-making and problem-solving within an organization. These processes should take into account available data, involve relevant stakeholders, and align with organizational objectives to ensure well-informed and strategic decisions. Encouraging a culture of proactive problem-solving emphasizes the importance of identifying root causes rather than addressing surface-level symptoms. This approach leads to more sustainable and long-term solutions. Additionally, fostering a learning environment where mistakes are seen as opportunities for improvement promotes a growth mindset and continuous learning. By embracing these guidelines, organizations can enhance their decision-making processes and problem-solving abilities, leading to better outcomes and continual improvement.

Development guidelines for performance measurement systems and key performance indicators (KPIs)

The main meaning of this direction is to develop comprehensive performance measurement systems that align with organizational goals and objectives. It suggests defining relevant KPIs for each department and individual role to effectively evaluate performance. It also highlights the need to regularly review and update KPIs based on evolving organizational needs and industry benchmarks.



Source: author

Taking everything into account, developing comprehensive performance measurement systems is crucial for effective evaluation of organizational performance. These systems should align with the goals and objectives of the organization to ensure that performance is assessed in relation to desired outcomes. Defining relevant key performance indicators (KPIs) for each department and individual role provides a clear framework for evaluating performance and identifying areas for improvement. Regularly reviewing and updating KPIs is essential to adapt to evolving organizational needs and changes in industry benchmarks. By following these guidelines, organizations can establish robust performance measurement systems that enable them to track progress, identify areas for growth, and make informed decisions to drive success.

Implementing the above guidelines will serve as a roadmap for optimizing micro and macro management installations in Uzbekistan. By embracing effective micro management techniques and macro management strategies, organizations in Uzbekistan can improve their overall performance, enhance employee satisfaction, and achieve sustainable growth. These academically oriented and scholarly based guidelines will contribute to the professional development of managers and serve as a valuable resource for organizations aiming to optimize their management practices in Uzbekistan.

Conclusions and Recommendation.

Overall, it's clear that global management installations have played a significant role in the success of companies like McDonald's Corporation, Toyota, Apple, and Procter & Gamble. These companies have implemented various global management practices, such as standard operating procedures, centralized decision-making systems, and effective communication channels, throughout their international operations. As a result, they have seen improvements in coordination, streamlined operations, and increased efficiency, leading to higher effectiveness and achievements. For instance, McDonald's Corporation has successfully used global management installations to ensure consistency in their products and services across different countries, providing a standardized customer experience worldwide. Similarly, Toyota has utilized these installations to efficiently manage their supply chain and deliver high-quality products to customers globally. Apple and Procter & Gamble have also harnessed the power of global management installations to adapt to local market needs, innovate products, and maintain a competitive advantage in diverse regions. Considering these findings, it's important to acknowledge the unique context and cultural dynamics of Uzbekistan when applying these practices. By adopting global management installations, Uzbekistan-based companies can enhance their effectiveness and achievements in the global market. Therefore, we recommend the following practical steps:

1. Developing standardized operating procedures: Implementing standardized processes and procedures will improve coordination and efficiency within Uzbekistan-based companies. For example, textile manufacturers can adopt standardized production processes and quality control measures like obtaining ISO certifications, ensuring consistent and high-quality products and services.

2. Strengthening communication channels: Establishing effective communication channels between different levels of management and international operations will support better decision-making and resource allocation. Uzbekistan-based companies should invest in a centralized communication system that connects branches and international operations, utilizing video conferences, online collaboration platforms, and real-time messaging tools. With efficient communication, companies can make quick decisions, allocate resources effectively, and respond promptly to customer demands.

3. Emphasizing talent development: Investing in the development of managerial skills and fostering a global mindset among employees will enhance Uzbekistan-based companies' ability to thrive in the global market. Offering training programs and cross-cultural experiences, such as workshops and international conferences, will improve employees' adaptability and innovation. For example, a software development company can provide training programs to enhance managerial skills and promote a global perspective among its employees.

4. Collaborating with global partners: Building strategic partnerships with global companies can provide access to resources, technologies, and best practices, fostering growth and innovation within Uzbekistan. Collaborations help facilitate knowledge transfer and create a culture of continuous learning. For instance, a food processing company can form strategic partnerships with global distributors or retailers to gain access to distribution networks and market insights. This collaboration will enable the company to learn best practices, leverage global resources, and expand its international market reach, resulting in increased growth, product diversification, and innovation. By embracing global management installations and implementing the recommended strategies tailored to the Uzbekistani context, companies in Uzbekistan can enhance their effectiveness and achievements in the international arena. It is crucial to incorporate vivid examples into these recommendations, enabling Uzbekistan-based companies to visualize the potential benefits and successfully implement these strategies aligned with global management installations.

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