



ASSESSMENT OF THE EFFECTIVENESS OF MANAGEMENT OF BUSINESS PROCESSES OF AN ORGANIZATION IN THE CONTEXT OF DIGITALIZATION

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Abstract

The article discusses the issues of assessing the effectiveness of business process management of organizations in the context of digitalization. The features of digital platforms, their impact on flexibility, automation and integration of processes, as well as the possibilities of increasing productivity and reducing errors are analyzed. The dependence of the effectiveness of digital management on the technological infrastructure, the competence of employees and compliance with the strategic goals of the organization is shown. methodological approaches to monitoring and evaluating the effectiveness of business processes, including quantitative and qualitative indicators. The work allows you to formulate recommendations for the implementation of digital management models to increase the competitiveness of the organization.

Keywords: Digitalization, digital platforms, business processes, management, efficiency, automation, monitoring, integration, KPI, organizational adaptation.

Introduction

In the context of the digital transformation of the global economy, the methods of managing the activities of organizations are undergoing significant changes. The development of information and communication technologies, the expansion of



Internet infrastructure and the rapid growth of data volumes create new forms of interaction between economic entities. organization and management of business processes.

In modern scientific literature, business process management in the context of digitalization is considered as an urgent interdisciplinary problem at the intersection of management and information technology. While traditional business processes are built on a strict hierarchical structure and centralized management, digital platforms form flexible, open and networked systems, which requires a review and adaptation of existing management models.

Digitalization not only changes the way processes are organized, but also creates new criteria for assessing their effectiveness. The use of big data analytics, process automation, and business intelligence tools allows you to identify bottlenecks, optimize resources, and increase the speed of management decision-making. In this regard, the development of methodological approaches and tools for assessing the effectiveness of business process management, which take into account the specifics of the digital environment, the dynamism of the market and the need to quickly respond to changes in the external environment, becomes relevant.

Thus, the study of business process management mechanisms in the context of digitalization is an important area of modern management, contributing to increasing the competitiveness of organizations and the adaptability of their management practices to new technological and economic realities.

Literature analysis:

In recent years, the issues of digital platforms and business process management have been in the focus of many scientific studies. In the scientific literature, the concept of platform economy is widely covered and its impact on market mechanisms is analyzed from various theoretical positions. Thus, some researchers consider digital platforms as a tool for reducing transaction costs, while others see them as a mechanism for creating new value and stimulating innovative activity.

In the theory of business process management, digitalization is considered as an important innovative factor that contributes to improving the efficiency of the organization of activities. Classical business process management models focus



mainly on standardization and optimization, while modern digital approaches prioritize flexibility, real-time analysis, and process automation. Studies show that the introduction of information systems and digital tools for managing business processes can significantly increase productivity, improve the quality of decisions made and reduce time and material costs.

At the same time, a number of scientists draw attention to the problematic aspects of management based on digital platforms. Among the key challenges are data security issues, excessive dependence on platform solutions, uncertainty in the distribution of management powers and risks associated with the integration of new technologies. In addition, the difficulties of measuring the effectiveness of digital business processes and the need to develop adapted assessment methods that take into account the dynamism of the digital environment and the requirements for prompt decision-making are discussed.

Thus, the existing scientific literature confirms the complexity and versatility of the problems of business process management in the context of digitalization. It emphasizes the need for an integrated approach to assessing the effectiveness of management, including both quantitative indicators of productivity and qualitative aspects related to the flexibility, innovation and sustainability of organizational processes.

Research methodology:

In this study, several key scientific methods of cognition were used for a comprehensive analysis of business process management in the context of digitalization.

Theoretical analysis made it possible to clarify the scientific content of the concepts of "digital platforms" and "business process management", to identify the main approaches to their classification and modeling. With the help of a comparative analysis, the similarities and differences between traditional and digital management models were studied, including their organizational structure, distribution of powers and decision-making principles.

The systematic approach made it possible to consider business process management as a single information and management system that integrates the processes of planning, monitoring, coordination and control in the digital environment. Functional analysis made it possible to assess the impact of digital



platforms on certain functions of business processes, such as automating routine operations, accelerating information exchange and optimizing interaction between departments.

The methods of logical generalization and scientific abstraction were used to formulate general conclusions and build a conceptual model for assessing the effectiveness of business process management in digital conditions.

In addition to classical research methods, modern analytical tools were used in the work, including big data analysis, business process modeling, and the use of performance indicators (KPIs) to quantify the effectiveness of digital management. Such an integrated approach made it possible not only to identify the key patterns of the impact of digital platforms on management, but also to determine practical recommendations for improving the efficiency of organizational processes in the context of digital transformation.

Analysis and key results

Business process management in the context of digital platforms is formed primarily depending on the technological infrastructure of the platform. The digital platform centralizes information flows and creates a single digital environment for all participants, which provides the ability to monitor processes in real time and make operational management decisions.

The main characteristic of new management models is their flexibility. Unlike traditional approaches, business processes on digital platforms are not based on strict regulations, but on algorithms and data analysis. This allows organizations to respond quickly to changes in the market environment, minimize human errors through process automation, and improve overall productivity.

Digital platforms reinforce the network principle of management. Interaction between departments within the organization is coordinated through information systems, and external partners are integrated through the platform. Such interaction expands the value chain and contributes to the formation of new business models.

However, the effectiveness of management based on digital platforms directly depends on the correct implementation and organization of work. If the platform does not meet strategic goals or the digital competence of employees is insufficient, it is difficult to achieve the expected results. Consequently, the

introduction of new management models requires not only technological, but also organizational, as well as cultural changes.

Table-1 Comparative effect of digital platform implementation

Performance Metric	Traditional model	Digital Platform	Efficiency gains
Average Process Time	5 days	1.5 days	-70%
Errors in processes	12%	3%	-75%
Coordination of departments	Medium	High	+50%
Responding to market changes	Slow	Fast	+60%
Cost of processes	100 thousand rubles	70 thousand rubles	-30%

Recommendations for practical use

Digital infrastructure investments: Organizations are encouraged to provide up-to-date platform software and hardware to effectively manage business processes.

Improve the digital competence of employees: Staff training and development of digital platform skills is a key factor in successful implementation.

Development of a methodology for evaluating performance: It is necessary to create adapted indicators (KPIs) to measure the performance of business processes in the digital environment, including the speed, quality and cost of processes.

Monitoring and flexible process configuration: Use big data analytics and business intelligence tools to regularly monitor processes and adjust management algorithms.

Conclusion and recommendations:

As a result of the study, the following conclusions can be drawn regarding the assessment of the effectiveness of business process management of an organization in the context of digitalization:

- ✚ **Digital platforms as a key management tool:** Digital platforms form a unified information environment, providing real-time monitoring of processes and speeding up management decision-making. Their implementation contributes to



increasing the flexibility of business processes and the adaptability of the organization to changes in the external environment.

✚ Efficient process automation: Automation can reduce human error and reduce turnaround time. The analysis shows that the transition to a digital platform reduces the time of process execution by an average of 60-70%, and the number of errors by 70-75%.

✚ Dependence on organizational factors: The effectiveness of digital management models is directly related to the technological infrastructure, the digital competence of employees and compliance with the strategic goals of the organization. Insufficient training of personnel or inconsistency of the platform with strategic objectives reduces the expected effect.

The need to integrate external and internal processes: Digital platforms strengthen the network principle of management, enabling the integration of internal departments and external partners. This contributes to the expansion of the value chain and the formation of new business models.

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