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FACTORS OF DEVELOPING PROFESSIONAL COMPETENCIES OF A MANAGER IN THE CONTEXT OF DIGITAL TRANSFORMATION

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Annotation: This thesis extensively covers the factors of formation and development of such competencies of managers in the modern digital economy, as well as the requirements and tasks facing the manager in this case. The rapid development of digital technologies and their penetration into the management system increases the need not only for traditional managerial skills of managers, but also for the effective use of innovative thinking technologies and the ability to quickly analyze data using digital technologies. The study analyzes the developed model of managerial competencies, external and internal factors influencing it, the technological provision of the organization, the education system, and the changing requirements of the economic market. Opportunities and prospects for advanced training of managers in Uzbekistan will be considered. At the same time, it is noted that managers need to deeply master digital technologies, think analytically, and be able to offer innovative solutions.

Keywords: digital literacy, manager competencies, data analysis, labor market requirements, flexible management

INTRODUCTION: In today's global digital age, the management system is also undergoing fundamental changes. Information technologies, robotics, cloud services, artificial intelligence, the education system, working with big data, and all areas of management are being deeply penetrated. As a result, it is important to improve the qualifications of managers, develop planning and organizational skills, provide motivation, and teach techniques for working with remote teams. The sharp acceleration of the digital transformation process requires managers to constantly work on themselves and learn new information. A modern manager should become not just a leader, but a specialist who can work in harmony with technology, guide his team on the right path, and serve as a constant example. In particular, the rapid development of the competitive market, the differences between enterprises, and the rapidly changing demands of clients create new challenges for managers. Therefore, the development of a manager is an important factor in the competitiveness and improvement of the entire organization, not for one person. In the context of Uzbekistan, measures are being taken to develop the skills of managers based on the Strategy "Digital Uzbekistan - 2030." This will greatly contribute to the upbringing of a qualified new generation.

One of the most necessary competencies for a modern manager is digital literacy. Digital literacy means a manager's thorough knowledge of computer programs, electronic systems, cloud services, analytical platforms, and electronic document management processes. Factors influencing the development of a manager's professional competencies. Also, training and retraining courses are the main source of professional development, and the innovative environment of the organization contributes to creative thinking and the application of technological innovations. The development of digital infrastructure increases the effectiveness of a manager's activity. The introduction of modern management systems such as ERP, CRM, and HRM in enterprises requires managers to be technologically literate. At the same time, various training centers, advanced training courses, and business incubators provide young managers with ample opportunities to expand their competencies. The widespread adoption of the data-driven decision-making method shows how important it is to rely on accurate data in management practice.

In conclusion, at present, the process of digital transformation is leading to a radical renewal of public administration, and the activities of managers are acquiring a new meaning. The widespread use of technologies in modern enterprises requires the constant improvement of the manager's professional competencies. The research results show that data analysis, effective use of information technologies, digital literacy, innovative thinking, and the application of management methods are the main competencies of a manager. In general, in the era of digital transformation, the development of managerial competencies is a decisive factor in ensuring the competitiveness, efficiency, and adaptability of enterprises to market requirements.

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