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MUNDARIJA

BANGLADESH VA O‘ZBEKISTONDA TO‘QIMACHILIK MAHSULOTLARI BOZORINING RIVOJLANISHI....7	
Soliyev Axmadjon	
ИНТЕГРАЦИЯ НЕЙРОМАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ В ЭКОСИСТЕМУ E-COMMERCE: АНАЛИЗ ПОВЫШЕНИЯ КОНВЕРСИИ И ПОЛЬЗОВАТЕЛЬСКОГО ОПЫТА НА ПРИМЕРЕ КРУПНЕЙШИХ ОНЛАЙН-ПЛАТФОРМ22	
Икрамов Мурат Акрамович, Юлдашев Жамшид Абрарович	
МОДЕЛИ МАШИННОГО ОБУЧЕНИЯ ДЛЯ ПРОГНОЗИРОВАНИЯ КОДА ТН ВЭД: ПЕРСПЕКТИВЫ И ЭФФЕКТИВНОСТЬ ИСПОЛЬЗОВАНИЯ37	
Муратова Шохиста Ниматуллаевна	
GLOBALLASHUV SHAROITIDA HUDUDLARNI RIVOJLANTIRISH JARAYONLARINING O‘ZIGA HOS JIHATLARI (RIVOJLANGAN MAMLAKATLAR TAJRIBASI MISOLIDA).....45	
Tuychiev Alisher Jurayevich	
ОСОБЕННОСТИ ЦИФРОВОГО МАРКЕТИНГА В МАЛОМ БИЗНЕСЕ И ПРЕДПРИНИМАТЕЛЬСТВЕ56	
Касимова Фатима Тулкуновна, Джалилов Шерзод Кахрамонович	
FACTORS OF EFFECTIVE DEVELOPMENT OF PRODUCTION POTENTIAL OF INDUSTRIAL ENTERPRISES62	
Allaeva Gulchekhra Jalgasovna	
HUDUDLARDA IQTISODIY XAVFSIZLIK KO‘RSATKICHLARI TENDENSIYASINI BAHOLASH70	
Bayxonov Baxodirjon Tursunbayevich	
MINTAQALAR RIVOJLANISHINING IMIJ YARATISHGA ASOSLAGAN NAZARIYALARI78	
Duschanov Alisher Sherzod o‘g‘li	
MAJBURIY SUG‘URTA ZAXIRALARINI BUXGALTERIYA HISOBIDA AKS ETTIRISHNING AMALDAGI HOLATI.....85	
Kodirkulov Oybek Turdiboyevich	
KICHIK BIZNES SUBYEKTLAR FAOLIYATINI BARQARORLIGINI TA‘MINLASHDA MOLIYAVIY MUNOSABATLARNI SAMARALI TASHKIL ETISH YO‘LLARI.....98	
Jo‘raxonov Muzaffar Eskandarovich	
SANOAT KORXONASI BOZORINING RIVOJLANISHI VA UNDA KICHIK BIZNESNING O‘RNI107	
Usmonova Dilfuza Ilhomovna	
TIBBIYOT MUASSASALARIDA DAROMAD VA XARAJATLARNI TAN OLIISH, HISOBGA OLIISH VA MOLIYAVIY HISOBOTDA AKS ETTIRISHNING NORMATIV-HUQUQIY ASOSLARI.....116	
Ruziyeva Umida Muzaffarovna	
INNOVATSION STRATEGIYANI ISHLAB CHIQUISH VA AMALGA OSHIRISH SAMARADORLIGINI BAHOLASHNING MEZON VA KO‘RSATKICHLARI126	
Yusupov Saidvali Shukrullayevich	
SOHALAR KESIMIDA SOLIQ YUKINI ANIQLASHNING AHAMIYATI137	
Mamatkulov Salimjon Raxmonkulovich, Aminboyev Javohir Ravshanbek o‘g‘li, Abdiyev Mansur Musurmonovich, Choriyev Og‘abek Alisher o‘g‘li, Usmonov Doniyor Maxamadjon o‘g‘li	
АНАЛИЗ ДЕТЕРМИНАНТ МИГРАЦИОННОГО ОТТОКА ВЫСОКОКВАЛИФИЦИРОВАННЫХ СПЕЦИАЛИСТОВ ИЗ РЕСПУБЛИКИ УЗБЕКИСТАН И РАЗРАБОТКА СТРАТЕГИЙ ИХ РЕТЕНЦИИ В НАЦИОНАЛЬНОЙ ЭКОНОМИКЕ144	
Сайфутдинова Нигина Фуркатовна, Хусайнов Равшан Рахимович	
СОВЕРШЕНСТВОВАНИЕ МЕТОДОЛОГИЧЕСКИХ ПОДХОДОВ ОЦЕНКИ ЭКОНОМИЧЕСКОЙ УСТОЙЧИВОСТИ ХЛОПКОВО-ТЕКСТИЛЬНЫХ КЛАСТЕРОВ УЗБЕКИСТАНА.....157	
Холикова Рухсора Санджаровна	
O‘ZBEKISTON ELEKTRON PULGA O‘TISH SHAROITIDA ELEKTRON TO‘LOV TIZIMINI TAKOMILLASHTIRISH, KORRUPSIYA VA YASHIRIN IQTISODIYOTNI BARTARAF ETISHDAN KUTILAYOTGAN SAMARADORLIK.....169	
Abdiyev Mansur Musurmonovich, Xujamuradov Abror Ro‘zimirat o‘g‘li, Mamatkulov Salimjon Raxmonkulovich	
O‘ZBEKISTONDA MAQBUL QISHLOQ XO‘JALIGI MAHSULOTLARI BOZORINI RIVOJLANISH XUSUSIYATLARI185	
Akbarov Boburjon Sobirjon o‘g‘li	
MINTAQANI BARQAROR RIVOJLANTIRISHDA INNOVATSION EKOTIZIMLARNI SHAKLLANTIRISH KO‘RSATKICHLARINI BAHOLASH.....193	
Ramazanov Suhrobjon Sherzod o‘g‘li	

TASHQI SAVDO KO'RSATKICHLARINING KO'P OMILLI KLASTER TAHLILI (O'ZBEKISTON MISOLIDA).....	202
Abdujalilova Bibisora Baxodir qizi	
O'ZBEKISTON OZIQ-OVQAT MAHSULOTLARI BOZORINING HOLATI VA RIVOJLANISH YO'NALISHLARI.....	209
Soliyev Axmadjon, Ibroximov Avazbek	
DAVLAT ISHTIROKIDAGI KORXONALARNI XUSUSIYLASHTIRISH JARAYONIDA KADRLAR SALOHİYATINI SAQLAB QOLISH VA RIVOJLANTIRISH STRATEGİYALARI	217
Bekchanov Ruslan Ambiyatovich	
MINTAQADA IQTISODIY-EKOLOGIK MEXANIZMLARDAN SAMARALI FOYDALANISH XUSUSIYATLARI	222
Sapayev Maxsudbek Karimovich	
MINTAQQA SANOATINI INNOVATSION RIVOJLANTIRISH USULLARI.....	227
Raxmatullayev Doston Asad o'g'li	
MODERN APPROACHES TO INDUSTRIAL COOPERATION AND THEIR APPLICATION IN UZBEKISTAN'S ECONOMY	233
Boyturayev Olimjon Urayimovich	
NAVOIY VILOYATIDA "YASHIL BELBOG'"LAR BARPO ETISHDA INFRATUZILMA BILAN TA'MINLASH MINTAQAVIY MUAMMOLARI VA ULARNING YECHIMLARI	244
Sayfulina Alfira Feratovna	
MINTAQQA SAVDO KORXONALARINING JOZIBADORLIGINI OSHIRISHDA MARKETING STRATEGIYASIDAN FOYDALANISH KO'RSATKICHLARINI BAHOLASH	259
Otaxonova Dinora Musaboy qizi	
TO'QIMACHILIK SANOATIDA SUN'IY VA KIMYOVIY TOLALARNING IQTISODIY AFZALLIKLARI.....	266
Raximov Furqat Jalolovich	
MARKAZIY BANKNING PUL TAKLIFI VA BANK REZERV LARI SIYOSATI: DUNYO VA O'ZBEKISTONDA TAHLIL.....	276
Safarova Zarina	
TIBBIY XIZMATLAR KO'RSATUVCHI KICHIK BIZNES SUBYEKTLARI RAQOBATBARDOSHLIGINI BAHOLASHNI TAKOMILLASHTIRISH	286
Vaisov Dilshod Ibodullayevich	
INTEGRATED E-COMMERCE MANAGEMENT SYSTEM BASED ON THE ERPI INDEX: CONCEPT, METHODOLOGY, AND MANAGEMENT MECHANISMS FOR THE DEVELOPMENT OF E-COMMERCE IN UZBEKISTAN	295
Isokhujaeva Munira Yashnarovna	
РАЗВИТИЕ ВНУТРЕННЕЙ ТОРГОВЛИ И ПОВЫШЕНИЕ ЕЕ ЭФФЕКТИВНОСТИ В СОВРЕМЕННЫХ УСЛОВИЯХ ФУНКЦИОНИРОВАНИЯ	301
Rauandina Guldaray Kalkenovna, Сайфуллаева Мадина Исмаевна	
MAHSULOTLARNING RAQAMLI MAHSULOT PASPORTINI YARATISH JARAYONIDA RAQAMLI TEXNOLOGIYALARNI QO'LLASHNING NAZARIY ASOSLARI	315
Avloqulova Sadoqat Sobirjon qizi	
DUNYODAGI MINTAQAVIY TAFOVUTLAR: ASOSIY RIVOJLANISH KO'RSATKICHLARI TAHLILI VA ULARNI KAMAYTIRISH BO'YICHA YECHIMLAR.....	327
Matyoqubova Dilfuza Olimboyevna	
INTELLEKTUAL BOSHQARUV TIZIMLARINING SANOAT KORXONALARIDA RAQOBATBARDOSHLIKNI OSHIRISHDAGI ROLI	334
Xidirova Barchinoy Iloxomovna	
TEMIR YO'L TRANSPORTI TIZIMINI INNOVATSION RIVOJLANTIRISH VA BOSHQARUV MEXANIZMLARINI TAKOMILLASHTIRISHDA MARKETING STRATEGIYALARINING ROLI	341
Mauzerov Jaxongir Ulug'bek o'g'li	
YASHIL TEXNOLOGIYALAR ASOSIDA ISHLAB CHIQRISHNI RIVOJLANTIRISHDA EKOLOGIK MARKETINGNING AHAMIYATI	348
Ergashev Sanjarbek Sobirjon o'g'li	
MINTAQADA RAQAMLI IQTISODIY SALOHİYATNI OSHIRISH YO'NALISHLARI.....	355
Yusubov In'omjon Ikram o'g'li	
ЭВОЛЮЦИЯ МАРКЕТИНГА И ТЕХНОЛОГИЙ КАК ФАКТОРОВ ЭКОНОМИЧЕСКОЙ УСТОЙЧИВОСТИ	362
Tuychiev Komiljon Lazizovich	

OZIQ-OVQAT MAHSULOTLARI BOZORIDA MARKETING TADQIQOTLARINI O'TKAZISH METODOLOGIYASINI TAKOMILLASHTIRISH.....	369
Murtozayeva Dilnoza Boboniyoz qizi	
ИННОВАЦИИ КАК КЛЮЧЕВОЙ ФАКТОР РАЗВИТИЯ СОВРЕМЕННЫХ ОБРАЗОВАТЕЛЬНЫХ ТЕХНОЛОГИЙ.....	378
X.T. Буриев, Тошимов Улугбек Хакимович	
PAHTA-TO'QIMACHILIK KLASTERLARINI RIVOJLANTIRISH MODELLARI	384
Atajanova Guli Maxsudbekovna	
THE EVOLUTION OF MANAGEMENT APPROACHES IN THE 21ST CENTURY – ADAPTIVE MODELS OF TRANSFORMATION OF ORGANIZATIONAL STRUCTURES	391
Tukhtaboev Abdurashid Tursunovich	
XIZMAT KO'RSATISH KORXONALARIDA RAQAMLI TRANSFORMATSIYA, ELEKTRON XIZMATLAR VA AI TEXNOLOGIYALARINING BOSHQARUV SAMARADORLIGIGA TA'SIRI.....	398
Zayavitdinova Nafisa Muxammadovna	
MARKETING TADQIQOTLARDA BOG'LIQLIK KOEFFITSENTLARDAN FOYDALANISHNING NAZARIY ASOSLARI.....	409
Muradov Rustamjon Sobitxonovich	
GLOBALSHUV DAVRIDA MAMLAKATDA FRILANSERLIK FAOLIYATI TASHKIL ETISH VA RIVOJLANTIRISH YO'LLARINI TAKOMILLASHTIRISH	417
Lutpidinov Shuxrat Zakirdjanovich	
AHOLI TURMUSH DARAJASINING KO'P OMILLI INDIKATORLARINI SHAKLLANTIRISHNING NEYRO-RAVSHAN KLASSIFIKATSIYA MODELI	428
Mirzayev Shoxrux Normurod o'g'li	
AVTOMOBIL SAVDOSIDA RAQAMLI TRANSFORMATSIYA VA MARKETING TEXNOLOGIYALARINING ROLI.....	435
Adamboyev Abror Akrom o'g'li	
СТРАТЕГИЧЕСКАЯ РОЛЬ СЕМЕНОВОДЧЕСКОГО СЕКТОРА В СИСТЕМЕ ГЛОБАЛЬНОЙ АГРАРНОЙ И ПРОДОВОЛЬСТВЕННОЙ ЭКОНОМИКИ.....	443
Axmedova Madina Shuxrat qizi	
RAQAMLI IQTISODIYOTNI RIVOJLANISHIDA ZAMONAVIY AXBOROTLARNI O'RNI	458
Samatov Azizbek Abdulaxatovich	
SI BILAN JIHOZLANGAN INNOVATSIYALARINING CHAKANA SAVDODAGI ROLI: ISTE'MOLCHI JALB ETILISHI, XARID ODATLARI VA MARKETING STRATEGIYASI.....	464
Safarov Baxtiyor Djurakulovich	
KICHIK BIZNES SOHASIDA MOLIYAVIY MUNOSABATLARNI SAMARALI TASHKIL ETILISHI SUBYEKTLAR FAOLIYATI BARQARORLIGINI TA'MINLASHNING BOSH OMILI	482
Jo'raxonov Muzaffar Eskandarovich	
O'ZBEKISTONDA INVESTITSIYALARNI MOLIYAVIY BOSHQARISHNING JORIY HOLATI VA TA'SIR QILUVCHI OMILLARNING EKONOMETRIK TAHLILLARI	491
Ismailov Dilshod Anvarjonovich	
TURIZMNI RIVOJLANTIRISHDA ZAMONAVIY MARKETING STRATEGIYALARINING O'RNI	504
Xamidbayev Asadbek Nodir o'g'li	
MODA INDUSTRIYASI MARKETING STRATEGIYALARI ORQALI XALQARO BOZORLARGA CHIQUISH IMKONIYATLARI.....	511
Alimxodjayeva Nargiza Elshodovna	
TO'QIMACHILIK KORXONALARI B2B BOZORIDA MARKETING STRATEGIYALARINING SAMARADORLIK OMILLARI.....	519
Sapayeva Nilufar Kadambayevna	
TIJORAT BANKLARINING RAQOBATBARDOSHLIGINI TAVSIFLOVCHI MOLIYAVIY KO'RSATKICHLARNI YAXSHILASH IMKONIYATLARI.....	526
Ibodullayev Shohboz To'liqin o'g'li	
DAVLAT SEKTORIDAGI TASHKILOTLARDA QURILISH-TA'MIRLASH XARAJATLARI HISOBINING XORIJ TAJRIBASI.....	534
Azizova Zilola Lochinovna	
RAQAMLI TEXNOLOGIYALAR ASOSIDA YASHIL KREDITLASH MEXANIZMLARINI OPTIMALLASHTIRISH: EKOLOGIK LOYIHALARNI QO'LLAB-QUVVATLASH TAHLILI.....	544
Allayarov Suxrob Rustamovich	

OILAVIY TADBIRKORLIK OMILLARI VA KAMBAG‘ALLIK DARAJASINI QISQARTIRISHNING PROGNOZ KO‘RSATKICHLARI	553
Zaxidova Umida Farxodovna	
МЕТОДИКА ПРЕПОДАВАНИЯ ЦИФРОВОЙ ЭКОНОМИКИ В ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЯХ УЗБЕКИСТАНА	567
Аминова Азиза Батырбаевна	
AVTOMOBIL SANOATIDA MARKETING TADQIQOTLARI ASOSIDA INVESTITSION LOYIHALARNING SAMARADORLIGINI OSHIRISH YO‘LLARI	575
Nasritdinova Gulchexra Abdurashitovna	
HUDUDLARDA SANOAT KORXONALARI FAOLIYATINI BOSHQARISHNING TEXNOLOGIK MODERNIZATSİYALASH JARAYONLARINI TAKOMILLASHTIRISH	583
Qalandarova Gulshoda Nazirjon qizi, Goziyeva Shaxina Djahongirovna	
SANOAT KLASTERLARIDA MARKETING EKOTIZIMI ISHTIROKCHILARI O‘RTASIDAGI O‘ZARO ALOQALAR TAHLILI	591
Sobirov Azizbek Avazbekovich	
AUTSORSING VA AMALIYOT	601
Shodmonov Shokir Dustmurodovich	
ПОВЕДЕНЧЕСКИЕ БАРЬЕРЫ В ПРОЦЕССЕ ПРИНЯТИЯ РЕШЕНИЯ О ПОКУПКЕ.....	610
Усмонова Диёра Маҳмуд кизи, Нухритдинхаджаев Улугбек, Атаханов Асадбек	
AGROSANOAT KORXONALARIDA RAQAMLI MARKETING STRATEGIYALARINING SAMARADORLIGINI OPTIMALLASHTIRISH	620
Fayzullayev Shuhrat Sherali o‘g‘li	
MODA INDUSTRIYASI MARKETING STRATEGIYALARI ASOSIDA AUDITORIYANI SEGMENTATSİYALASH	628
Ahmedova Rayhona Jasurbek qizi	
QURILISH TARMOG‘IDA OLIB BORILAYOTGAN ISLOHOTLAR VA ULARNING RIVOJLANISH TENDENTSIYALARI	636
Arifdjanova Zilola Dilshodovna	
HUDUDLAR BO‘YICHA MOLIVAVIY INKLYUZIYA DARAJASINI BAHOLASHGA ILMIY-USLUBIY YONDASHUVLAR	645
Adashaliyev Baxtiyorjon Valisher o‘g‘li	
ЭФФЕКТИВНОСТЬ ОМНИКАНАЛЬНЫХ СТРАТЕГИЙ В ЭЛЕКТРОННОЙ КОММЕРЦИИ.....	660
Эргашходжаева Шахноза Джасуровна, Хасанов Ганишер, Сафаров Азизбек	
QURILISH MATERIALLARI SANOATIDA ISHLAB CHIQARISH SAMARADORLIGINI OSHIRISHNING ZAMONAVIY USULLARI VA TAKOMILLASHTIRISH YO‘LLARI	676
Ibragimov Salohiddin Ochilovich	
TEMIR YO‘L TRANSPORTI KORXONALARIDA ASOSIY FONDLARDAN FOYDALANISH SAMARADORLIGINI BAHOLASHNING NAZARIY ASOSLARI VA METODIK YONDASHUVLARI	685
Turdiyeva Irodaxon Ismoil qizi	
INVESTITSION RESURSLARDAN SAMARALI FOYDALANISHNI RAG‘BATLANTIRISH MEXANIZMLARINI TAKOMILLASHTIRISHDA XORIJIY MAMLAKATLAR TAJRIBASIDAN FOYDALANISH YO‘LLARI	694
Isakov Axmadali Esanbaevich	
CRM-УПРАВЛЕНИЕ В СЕТЕВЫХ СУПЕРМАРКЕТАХ РАЗВИВАЮЩИХСЯ СТРАН: КАК ДАННЫЕ О КЛИЕНТАХ, ЛОЯЛЬНОСТЬ И ОМНИКАНАЛЬНОСТЬ ПОВЫШАЮТ ЭФФЕКТИВНОСТЬ РОЗНИЦЫ (ФОКУС НА ЦЕНТРАЛЬНОЙ АЗИИ).....	704
Юсупов Улугбек Шукруллаевич	
MINTAQAVIY IQTISODIY RIVOJLANISHDA OZIQ-OVQAT SANOATI KORXONALARI INNOVATSION SALOHİYATINI BOSHQARISH MEXANIZMLARI	715
Dadamirzayev Muzaffar Xabibullayevich	

THE EVOLUTION OF MANAGEMENT APPROACHES IN THE 21ST CENTURY – ADAPTIVE MODELS OF TRANSFORMATION OF ORGANIZATIONAL STRUCTURES

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Abstract

This paper explores the evolving landscape of management practices in contemporary organizations, with a particular focus on the rise of Agile and adaptive methodologies. Initially developed within the IT sector, Agile principles have gained widespread relevance as a strategic response to the volatility and uncertainty of today’s business environment. The study highlights the core factors driving Agile adoption, outlines key implementation frameworks such as Scrum, Kanban, and OKR, and examines their impact on organizational structure and culture. The findings suggest that adaptability is no longer a tactical advantage but a foundational element of modern management philosophy essential for sustaining long-term competitiveness.

Keywords: Agile, adaptive management, Scrum, Kanban, OKR, organizational transformation, team autonomy, customer-centricity, VUCA environment

Annotatsiya

Ushbu maqola zamonaviy tashkilotlarda boshqaruv amaliyotlarining o‘zgarib borayotgan manzarasini o‘rganadi, ayniqsa Agile (moslashuvchan) va adaptiv metodologiyalarning keng tarqalishiga alohida e‘tibor qaratadi. Dastlab axborot texnologiyalari sohasida ishlab chiqilgan bo‘lsa-da, Agile tamoyillari bugungi biznes muhitidagi beqarorlik va noaniqliklarga strategik javob sifatida keng qo‘llanilmoqda. Tadqiqot Agile yondashuvining ommalashuviga turtki bo‘layotgan asosiy omillarni tahlil qiladi, Scrum, Kanban va OKR kabi muhim joriy etish ramkalarini ko‘rib chiqadi va ularning tashkilot tuzilmasi va madaniyatiga ta‘sirini o‘rganadi. Tadqiqot natijalari shuni ko‘rsatadiki, moslashuvchanlik endilikda faqat taktik ustunlik emas, balki zamonaviy boshqaruv falsafasining asosiy elementi bo‘lib, uzoq muddatli raqobatbardoshlikni ta‘minlashda hal qiluvchi ahamiyat kasb etadi.

Kalit so‘zlar: Agile, adaptiv boshqaruv, Scrum, Kanban, OKR, tashkilot transformatsiyasi, jamoa avtonomiyasi, mijozga yo‘naltirilganlik, VUCA muhiti.

Аннотация

В статье рассматриваются изменения в практике управления в современных организациях, с особым акцентом на рост популярности Agile и адаптивных методологий. Первоначально разработанные в сфере информационных технологий, принципы Agile приобрели широкое значение как стратегический ответ на нестабильность и неопределённость современного бизнес-среды. В исследовании выделяются ключевые факторы, способствующие внедрению Agile, рассматриваются основные методологические рамки, такие как Scrum, Kanban и OKR, и анализируется их влияние на организационную структуру и культуру. Полученные результаты показывают, что адаптивность сегодня — это

не просто тактическое преимущество, а основополагающий элемент современной управленческой философии, необходимый для поддержания долгосрочной конкурентоспособности.

Ключевые слова: Agile, адаптивное управление, Scrum, Kanban, OKR, трансформация организации, автономия команды, ориентация на клиента, среда VUCA.

INTRODUCTION

The contemporary business landscape—often encapsulated by the acronym VUCA (volatility, uncertainty, complexity, ambiguity)—poses significant challenges to traditional management models rooted in hierarchy and linear planning. Conventional approaches such as the Waterfall method, which rely on rigid long-term planning and sequential execution, increasingly fail to deliver results in environments where market conditions and customer needs shift rapidly. In response, Agile and adaptive methodologies have emerged as dynamic alternatives, extending far beyond their original application in software development. This paper examines the conceptual foundations, practical relevance, and organizational implications of Agile management in the 21st century.

Relevance of the Topic. The relevance of implementing agile methodologies is dictated by a number of fundamental factors:

1. **The Speed of Change.** Globalization and digitalization have accelerated the life cycles of products and services. Annual business plans become outdated even before they are finalized. Agile enables organizations to not simply react to changes, but proactively adapt to them, working in short iterative cycles.

2. **Focus on creating value for the customer.** The Agile approach places the customer at the center. Short work cycles (sprints in Scrum) and regular feedback from end users allow for constant testing of hypotheses, making adjustments, and delivering a product that solves the customer's real problems, minimizing the risk of creating an unpopular solution.

3. **Distributing responsibility and increasing motivation** are key elements of successful management in modern organizations. Traditional, rigid hierarchies, where all important decisions are concentrated at the top levels of management, often lead to slow work processes and reduced employee motivation. In such a structure, employees feel excluded from decision-making, which reduces their initiative and engagement. In contrast, the Agile approach emphasizes the importance of self-organizing teams, where decision-making authority is delegated directly to the employees directly involved in completing tasks. This management model not only accelerates innovation and response to change but also significantly increases the sense of responsibility and engagement of each team member. Furthermore, self-organizing employees better understand the organization's goals and strategic priorities, which fosters intrinsic motivation, initiative, and professional growth. As a result, agile teams are able to adapt more quickly to market challenges, improve the quality of products or services, and create a more favorable working atmosphere, strengthening mutual trust and collaboration among participants.

METHODOLOGY

To thoroughly investigate the role of Agile methodologies in organizational transformation, the following research methods were employed:

Document Analysis. Foundational texts such as the Agile Manifesto and key contributions from leading theorists and practitioners were reviewed to establish the conceptual framework.

ANALYSIS AND RESULTS

Comparative Evaluation. Agile and traditional management models were compared across critical dimensions including adaptability, risk management, team dynamics, and customer satisfaction. This analysis provided insights into the practical advantages and limitations of each approach.

Table 1. Key Factors of Agile and Adaptive Management Methodologies (Agile)¹

№	Factor	Description
1	Rapid Change	Globalization and digitalization have accelerated product lifecycles.
2	Customer Focus	Through sprints and feedback, the product is constantly being improved and aligned with customer needs.
3	Distributed Responsibility and Motivation	Decisions are made by the team directly working on the task, speeding up the process and increasing engagement.
4	Adaptation to a VUCA Environment	Iterative approaches are effective in conditions of uncertainty and complexity.

3. **Case Study Analysis.** Examples of successful transformations of companies from various industries (banking, retail, telecommunications) toward the application of Agile principles are examined, demonstrating the universality of the approach.

Analysis of key aspects of Agile methodologies. In practice, flexibility is implemented through specific frameworks and tools:

Table 2. Agile frameworks and their characteristics²

№	Framework/Approach	Key Features	Suitable Applications
1	Scrum	Sprints (2–4 weeks), roles (Scrum Master, Product Owner, Development Team), regular meetings (Daily, Review)	Development of Complex Software Products
2	Kanban	Process visualization (Kanban board), work-in-progress (WIP) limits, continuous process improvement	Helpdesk, Marketing, Technical Assistance
3	OKR	Objectives and Key Results — performance measurement and management	Strategic Planning, All Departments

¹ Author's work

² Author's work

4	Organizational Design	Transition from functional departments to cross-functional and product teams, accelerated decision making	Fast-paced environments, agile teams
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1. *Scrum and Kanban.* These two frameworks are the most popular.

- Scrum offers a structured approach with fixed-time sprints (usually 2-4 weeks), clear roles (Scrum Master, Product Owner, Development Team), and regular events (Daily Stand-up, Sprint Review, Retrospective) to ensure transparency and adaptation.

- Kanban focuses on visualizing the workflow (Kanban board), limiting the number of tasks in progress (Work In Progress), and continuous process improvement. It is less prescriptive and ideal for departments with a high volume of requests (e.g., support, marketing).

2. *OKR (Objectives and Key Results).* This goal-setting system fits perfectly with the Agile culture. The Objective sets a high-quality, inspiring direction ("Create the most convenient mobile bank for young people"), while Key Results are measurable metrics that determine goal achievement (e.g., "Increase app signups by 30% in a quarter"). OKRs ensure alignment and focus on results at all levels of the organization.

3. *Organizational Design.* Agile requires an appropriate organizational structure. A transition occurs:

- From functional structures (marketing, development, sales) to network, product, and cross-functional teams. Such a team brings together all the specialists necessary to create a complete value element and has full authority for its implementation, which dramatically shortens the decision-making cycle.

The conducted research on agile management methodologies allows us to formulate the following key findings:

1. Agile is a strategic necessity, not a tactical tool. The analysis confirmed that in a VUCA world, agile methodologies have evolved from a narrowly focused IT development practice into a universal management paradigm. Their implementation is not an option, but a mandatory requirement for maintaining competitiveness and responsiveness to change.

2. Successful transformation depends on a systematic approach that integrates culture, structure, and tools. Research has shown that implementing individual frameworks (Scrum, Kanban) without changing the organizational design and corporate culture does not produce long-term results. A comprehensive restructuring is required, including a transition to cross-functional teams, the implementation of OKR-based goal-setting, and the cultivation of values of openness, trust, and collaboration.

3. A key driver of effectiveness is the redistribution of responsibility and increased engagement. A comparative analysis with traditional management models demonstrates that the principle of self-organizing teams not only accelerates decision-making but also directly impacts employee motivation, as it grants them greater autonomy and connects their work with the value they create for the customer.

4. Agile's universality is confirmed by its successful adaptation across various industries and regions. An analysis of case studies and regional experiences, including those presented in the works of Uzbek and Russian authors, demonstrates that agile principles are applicable beyond the IT sector—from industrial enterprises to the banking sector—and require consideration of national and cultural specifics when implementing them.

Agile and adaptive management methodologies have ceased to be an exotic practice and have become a necessary condition for the survival and prosperity of companies in the 21st century. This is not simply a set of tools like Scrum or Kanban, but a fundamental shift in management paradigms that affects the culture, structure, and mindset of the entire organization. Implementing Agile is a journey from a rigid hierarchy to a networked organization, from process management to value management, from a fear of change to its active embrace. In the future, an organization's ability to continuously adapt will be its key competitive advantage, and agile methodologies provide a proven and effective framework for this.

CONCLUSIONS AND SUGGESTIONS

In the rapidly evolving and unpredictable global business environment, characterized by the VUCA paradigm (volatility, uncertainty, complexity, ambiguity), traditional linear and hierarchical management approaches are increasingly proving insufficient. This study has demonstrated that Agile and adaptive methodologies are not merely operational tools but represent a fundamental rethinking of how organizations function, evolve, and compete.

Through a comprehensive examination of implementation frameworks such as Scrum, Kanban, OKR, and the shift toward cross-functional organizational structures, it is evident that agility enables organizations to remain resilient, responsive, and innovative. The study confirms that decentralization of decision-making, enhanced team autonomy, and continuous feedback loops are critical to aligning operations with dynamic market demands and customer expectations.

Furthermore, empirical cases from various industries affirm the universal applicability of Agile principles, transcending their IT origins. The integration of Agile approaches must, however, be supported by a cultural shift and organizational redesign to unlock their full potential.

Suggestions:

1. *Institutionalize Agile as a Strategic Framework.* Organizations should embed Agile not as a departmental tool but as a company-wide strategic model, aligning all business units under adaptive planning and iterative delivery cycles.

2. *Invest in Cultural Transformation.* Agile success depends heavily on the underlying corporate culture. Leadership should foster a mindset rooted in collaboration, transparency, psychological safety, and openness to change.

3. *Re-architect Organizational Structures.* Transition from siloed functional departments to networked, cross-functional teams should be prioritized to accelerate decision-making and reduce handoff delays.

4. *Customize Agile Implementation* While core principles remain constant, the application of Agile should be tailored to industry specifics, organizational maturity, and regional business contexts—including cultural nuances relevant to countries like Uzbekistan.

5. *Develop Agile Capabilities Across All Levels*. Invest in continuous training and upskilling programs for staff and management to build competence in Agile tools, frameworks, and leadership approaches.

6. *Integrate OKRs for Strategic Alignment*. The implementation of Objectives and Key Results (OKRs) ensures that Agile teams maintain alignment with the organization's long-term vision and measurable impact.

7. *Monitor and Evaluate Agile Maturity Regularly*. Establish internal audit and feedback systems to periodically assess the progress, bottlenecks, and outcomes of Agile practices and make data-driven adjustments.

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