SYSTEMIC PRINCIPLES AND REGULARITIES OF COMMERCIAL ENTERPRISE AS A SOCIO-ECONOMIC SYSTEM

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Abstract. In this paper, on the basis of a comprehensive analysis of the scientific literature on the theory of organizational management and the economy of an organization, the authors study system principles and some regularities of the functioning of commercial enterprises in conditions of free competition and the operation of a market mechanism. The authors proved that commercial organizations in the modern national economy act as a socio-economic system.

Keywords: commercial enterprise, integrity and unity of the elements, organization, principles, system, socio-economic system, staff.

The conception of “organization” means aggregate people and technical resources united to realize definite purposes or programs; aggregate processes or actions leading to conform or development interconnection between parts of unit. According to the definition, systemic principle is established in the conception of “organization” which realized as a combination of different in nature components into a single whole. Because of this, any organizational structure can be considered as social, economic or socio-economic system [1, 2, 3].

Theoretically, socio-economic system is an essential organizational and productive unit of macroeconomic system established by subjects of economic activities in order to reorganize resources, which are used as manufacturing factors to receive intermediate and completed products as well as services supplied in special-purposed markets. Each enterprise (commercial or non-commercial) always involves social and economic elements.

The conception of “system” determined as aggregate interconnected and interacting elements. The main features of system are many elements, unity of main target for all elements, connection between them, unity and integrity of elements, presence of structure and hierarchic, and finally existence of elements’ independence. In one of its lexical meanings the expression “organization” also means “system”, but not any system, that some extent ordered, structured and organized one [4, 5].

Theory of systems learns regularities of organization, structure formation, functioning, behavior and existence of any objects as system.

Fundamental systemic principles lie at the bottom of regularities of any system’s organization. They are followings:

1) integrity – it is the law of fixedly-dynamic system in preserving external forms and content under condition of interaction with surroundings;
2) discreteness – it is the law of division of whole education into elementary parts (elements of system or subsystem);
3) harmony – it is the law of formation connection in exchanging energy, information and substance among elements of system as well as whole system and its surroundings;
4) hierarchy – is the law of construction relation among elements of whole education (structure of management of system);
5) adequacy – is the law of relation between symmetry and dissymmetry in nature as degree of accordance of description of real system by official methods [6].

System, which collection of elements includes human being or one assigned for human, is named social. For instance, collective of enterprise’s staff is social subsystem of the enterprise. Depending on purposes produced in systems, they can have political, educational, economic, medical, tech-
nological course. Socio-economic systems are especially prevalent. In real life social systems are realized in appearance of organization, companies, firms and others. Production of such organizations are products, services, information or knowledge [7, 8].

In theory of organizations socio-political, socio-education, socio-economic and other types of organizations are distinguished. Each of these types has priority of individual purposes. So, the main purpose of socio-economic organizations is to receive maximal profit in behalf of founders or organization itself.

In terms of economic form, organization – is system of rights and restriction, which are possessed by commercial enterprise in the process of having economic, financial and managerial decisions.

In terms of organizational form, any enterprise is socio-economical system established to achieve commercial or non-commercial purposes, inasmuch as the consolidation of people for reaching ordered targets on basis of definite rules and procedure lies in its base. Socio-economical system is an integrated aggregate of relative and cooperating social and economic subjects and ratio in the process of division and consumption material and non-material resources, manufacturing, distribution, exchange and consumption of goods or services [9].

Commercial enterprise belongs to economical form of organizational activity, which purpose is earning profit. It independently determines direction of enterprise, changes structure manufacturing products or services and divides earned profit among its founders.

Commercial enterprise ought to be considering as open socio-economical system, so as it is under permanent influence of factors of external environment and fulfills exchange of resources with environment. As organizational system enterprise involves relative subsystems, such as: technological, manufacturing, organizational, managerial, financial and social. All subsystems need specific types of resources in order to active effectively, for instance, scientific and methodical, financial, legal, career-oriented, material-technical, organizational and economical, informational.

In terms of systemic approach viability of commercial organizations is provided by permanent exchange of resources both between subsystems and systems of external environment [10].

Socio-economical organization (system) is specified by presence of social and economical relation among employees of collective. Interpersonal, domestic (household) relations, relations along levels of management, relation with people of public organization relate to the social relationship. Material promotion and responsibility, subsistence minimum, privilege and facilities belong to the economical relationship. Interrelation of these relationships plays critical role in creating or diagnosing condition of organization [11].

In modern stage of development of organizational structure in condition of stiff competition theoretical and practical knowledge of organization of any enterprise on basis of comprehensive approach become actual.

Unfortunately, it will be remarked that not all organizers of firms and commercial enterprise possess skills in sphere of systemic principles and regularities of organizations of activity. Therefore, this fact often becomes cause of impermanent functioning of enterprise and absence of condition for development of competitive ability.

Realization of systemic principle in theory of organization has been realized by different scientific methods in process of its historical evolution. Currently, it is considered to divide theories of organizations into two types: classical and neoclassical, which differ in their postulates and principles. Classical theory of organizations was formed during the period of industrial manufacture, while neoclassical was formed during the period of post-industrial production. Accordingly, each of these scientific trends determine own tasks.

Classical theory of organizations of economical systems has been formed in works of F. Taylor and G. Ford, based on fundamental work of english classic of political economy A. Smite’s “Riches of nation”, where ideas of division of labor and exchange of material products became initial position for formation mechanical viewpoint on essence of manufacturing organizations in industrial community [6]. Enterprise was likened to mechanism, efficiency of which determined only parame-
ters of labor productivity, and employees were considered as machine screw assemblies or cogwheels of this machine. Main organizational principles of classical Taylor’s enterprise were hard functional hierarchy with vertical and horizontal specialization. In this case upper level, that is leadership, possesses entire power (authority), and lower level, that is executors, deprived any power and opportunities for taking decision. Postulates and principles of classical school organization, resulted from condition of dictate of manufacturer over consumers on stable market with steady demand, already not fit today’s reality.

Neoclassical school of organization was formed on base of work of such economists, as P. Druker, O. Jeline, B. Lyussato, and others. For instance, Jeline founded excision of tree main condition of enterprise’s efficiency of postindustrial epoch – competitions, innovation and purposefulness [8].

These principles determined the way of conversion from classical type of organizations of entrepreneurships to entrepreneurships of new type, which basement consisted of systemic principles. Authentic founder of the modern theory of organization on basis of systemic approach, undoubtedly, was scientist-encyclopedias A.A. Bogdanov-Malinovskiy (1873-1928), who developed general organizational theory, which was named “Tectology”, i.e. science about laws of organizations of vital activities in nature and society [1].

Conception of the theory of Bogdanov’s organization based on following positions:
– laws of organizations of vital activities in all natural and artificially constructed systems have universal character;
– every human activity is objectively organizing or disorganizing;
– the conception of “organization” connected with the idea of expediency of combining parts into a single whole;
– the conception “organized” and “disorganized” definite by relation of activity-resistance;
– organize – means unite subjects and objects of organization for expedient union, i.e. for realization of targets;

– organize – means creation of structure (construction) of connections and relationships in single purposeful system.

Bogdanov considered that activity determined according to methodological directedness of its aspiration, and every human activity is objectively organizing or disorganizing. In trivial speech, by his mind, the words “organizing”, “organization” and “organizational activity” are attached more narrow meaning, but if we want to give these conceptions scientific definition and exactness then it is necessary to disclose their “fillings used in activity”. “Organize”, according to Bogdanov’s opinion, means to group people for some target, to coordinate and regulate their activity in the spirit of expedient unity [1].

Bogdanov’s idea of that organization meant permanent process of internal changings, received development in works of Australian economists Y. Schumpeter, who considered innovations as changings not only in technology, but also in management of organization. According to his statement, entrepreneurial functions inseparably connected with innovations. Realization of new combinations is complicated work and accessible only people, who possess definite qualities. Manufacturing, by Schumpeter, means combining things and powers, creating combinations from these things and powers. Manufacturing is economical sphere of activity, not technical. Economical and technical methods of management of manufacturing do not match each other frequently [9].

In process of development organizational system of commercial enterprise old products and former forms of the enterprise are displaced by new ones. The process of “creative destruction” occurs. New basement of socio-economical organizations forms gradually. The enterprise must adapt for it. Development of economy on base of novation wears cyclic character [11, 12].

The aspiration of commercial enterprise, oriented on corporative valuables, on perceived qualitative development, organizational integrity, creator of which is professional collective and that demonstrated in ability manufacture demanded economical product on base of reformed resources, gives foundation to determine it as developing socio-
economic system, organized on base of systemic principles inclusive of systemic regularities of vital activity.

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