

Use of Marketing Theories in Effective Management of Organization Employees

Utkir Axmedovich Muxammadiyev

SamSACU associate professor of the Department of "Business Management"

Murodov Rustam Tohirovich

SamSACU senior teacher of the Department of "Business Management"

Abstract: In this article, there is a marketing approach to the process of managing employees in the external and internal labor market, in which employees have a workplace, they are analyzed as consumers, that is, internal customers, and external customers are analyzed as the external labor market. In this, the analysis of the labor market, market segmentation, the selection of the target market for internal forces, the development of a marketing complex, its organization, implementation, and control are analyzed.

Keywords: Labor market analysis, labor market segmentation, selection of target markets, labor market positioning, development of a marketing mix, organization, implementation and control.

Modern market relations are such that due to the lack of highly qualified specialists in organizations, they are forced to compete with each other in the labor market, as well as in the markets of goods and services. As a result, companies have to search for qualified personnel in the field of HR, select them based on special programming and adapt them to the organization's activities, and in the process of motivating their activities, they have to create strategies that allow to drastically reduce costs or find them. At the same time, the problem of ensuring stable work in the organization of promising personnel who started their career as a result of these measures is also considered to be one of the urgent problems.

The acronym HR comes from the English language and means "Human Resource". HR specialist deals with planning and management of human resources in the company. This management process is not limited only to the activity of attracting personnel, but it has a wide recruitment function. Recruiters are engaged in finding and hiring employees who match the company's goals, gathering information about vacant positions, studying resumes, interviewing candidates who want to join the company. Finding new employees for the company is the goal of the recruiter. The recruiter's communication skills and the ability to collect, process and sort information are important.

Since the advent of Marketing, it has spread widely to organizations as a means of increasing competitiveness, making itself able to increase the efficiency of the organization's performance, knowing the needs of its customers and creating opportunities to meet these needs through effective ways. It is for this reason that the marketing approach is the processes associated with the effective solution of such problems as ensuring competitiveness, searching for targeted Labor resources in the labor market and involving them in the organization, a new direction of marketing is gradually emerging in research, namely, employee marketing.

Employee marketing can be described as human resource management. In this, employees have their own place of work in the organization and are allocated to potential employees who work in the organization and are looking for work as “consumers” of the workplace. The effectiveness of the performance of HR – managers in the “sale of jobs” is assessed by the skills of being able to attract qualified employees who agree to effectively operate at the expense of the average salary in the organization of employees corresponding to the organization.

In determining the essence of employee marketing from the point of view of professional activity, specialists in this field divide it into two approaches. [4]

The first approach can be viewed as a narrower approach, and it can be viewed as a separate, limited function of personnel management. This situation means that a separate direction should be formed in the personnel management service. The HR direction in this direction is very different from other similar directions. This activity forms the content of marketing activities in the field of personnel management, as well as the analysis of the factors of the external and internal environment of the organization in the implementation of comprehensive measures for the planning and organization of personnel marketing in all directions.

The second approach is broader from the point of view of personnel marketing, and it is necessary to understand the specific strategy and philosophy of HR management. In this situation, employees working in the organization are considered as internal customers of the organization. (internal labor market), external customers of the organization (external labor market) can be understood as its external customers, that is, potential employees looking for work in the labor market.

But it should be recognized that the concept of goods and services, which is the basis of traditional marketing, has changed somewhat and acquired a different meaning. In traditional marketing, "product", "producer", "consumer" and "buyer" are common concepts. If we use these concepts in employee marketing, we can understand "workplace" as a product term, employees of the organization as "consumers", and the employer as a "producer", that is, the employer organization creates jobs.

From the point of view of the second (broader) approach to employee marketing, it is logical to divide marketing activities in relation to employees into two directions, i.e. potential employees who may become employees of the organization in the future (external labor market) and currently employees operating in the organization (domestic labor market).

In the first case, that is, if we talk about the external labor market, it is possible to use the traditional marketing management scheme consisting of standard stages. This scheme is presented in Figure 1 [5].

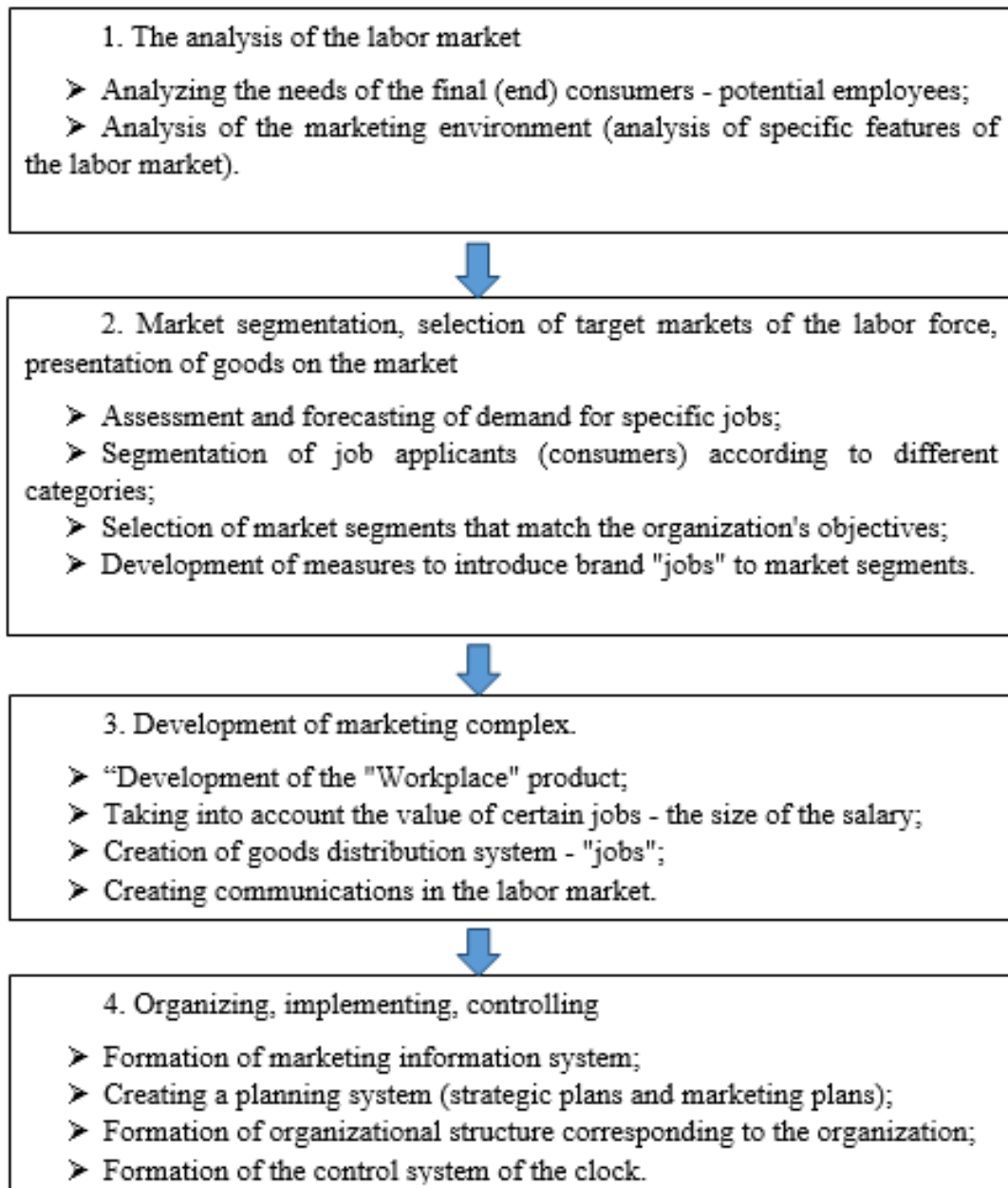


Figure 1. The process of managing marketing in the external labor market

If we analyze the internal labor market of employees working in the organization, then the marketing approach to personnel management will be self-righteous and effective even in this case. Let's look at the peculiarities of the marketing approach to Personnel Management, the stages of which are presented in the disposal from the point of view of the internal market of the organization.

Stage 1. Labor market analysis. This stage provides for the study of recommendations and the needs of the employees of the organization, which are important for working in the internal market of the organization, as well as the analysis of the internal and external environment of the organization. This stage makes it possible to determine the strategy of Personnel Management and the goals of the Personnel Management System to determine the level of compliance of employees of the organization with the characteristics of number and quality, at the same time with the strategy of the organization's functioning and evaluate it.

Stage 2. Market segmentation and product positioning. In traditional marketing, it means combining real or potential buyers in the market into different groups. Consumers in these groups (segments) have similar purchasing characteristics (requirements). It will be possible to use a common marketing complex to serve customers in these groups and satisfy their needs.

Ichki mehnat bozorining 1-bosqichini amalga oshirish davrida marketing vaziyatini uch xil variantini aniqlash mumkin. Ushbu variantlar tashkilot xodimlari bilan ishlash jarayonining strategiyasini tanlash imkonini yaratadi.

The first option is a relatively uniform type of internal labor market. In this case, according to their characteristics, the employees are of the same type (or the identified differences are not significant). The convenience of this option is that in the future, it makes it possible to use one standard marketing complex when working with employees of the organization in a certain segment. Typically, this option can be used in organizations with a small number of employees (for example, in emerging organizations) or in organizations where the professional composition of employees is close to each other (the same) (for example, marketing consulting). . In the implementation of the personnel management strategy, the main attention is focused on the various groups of employees based on the broad marketing company.

The second option - several segments of employees are distinguished during the analysis of the management structure of the organization. Working with these segments requires drastically different approaches (marketing complex). In the segmentation of the internal labor market, it is possible to use the indicators and criteria of segmentation of the market of goods and services. However, it is necessary to take into account the specific features of solving the problems of personnel management. Such a situation may be characteristic of large enterprises with employees having different regional characteristics (characters forming segments) and deeply differentiated. Signs forming segments: geographical - the area where the company or its division is located and the employees who live in this area; demographics - race and age of the employee (each group has interests), length of service in the organization, category of employees, specialization group, level of education (secondary, secondary special education, partial higher education, higher special education, two or more higher education); nation (multinational community); psychographic characteristics - position (status) in the organization, lifestyle (how to use one's time, intensity of life); personality type (extrovert, introvert); behavior and character - interests sought (avoiding punishment or achieving certain goals - money, status, content of work performed, professional growth, team, etc.), main state or location of the organization, attitude towards the organization and faithfulness. The personnel management strategy is directed to the target employee segments for the organization with the help of various marketing complexes, and the characteristics of each segment are taken into account, and efforts are made to fully adapt to them.

In general, employees are divided into two main groups based on their functions. These are workers and employees (servants). Workers directly create material wealth or provide services in the direction of production. The main workers are engaged in technological processes, creating products or services by changing the forms, structures, properties, spatial position of the objects of work.

Support workers maintain equipment and workplaces in support departments such as maintenance, transportation, and warehouses. There are categories of workers: those who work with the help of automated equipment, those who perform work with the help of machines, devices, devices, machines; those who provide service to machinery, equipment, devices and other similar things; workers engaged in physical (slave) labor, whose work is performed without the help of machines - mechanisms; those who repair and adjust machine mechanisms.

Servants organize the work of people, manage production, perform functions related to administrative economy, accounting, finance, legal, supply, and scientific research.

They are engaged in intellectual work and are organized in several groups.

1. Leaders. They are conventionally divided into three classes: Oliy (top management of the organization); middle (main divisions of the structure); lower (executives and workers). The leaders include their deputies and leading specialists. They jointly form the administration.

2. Specialists are busy with solving specific production and management problems. The selection of specialists is the responsibility of the leader. These are economists, lawyers, engineers and technicians and their associates.

3. Other employees who are part of the service group may be document preparation and formalization, recording, control, housekeeping services, business managers, archivists, accounting staff, treasurers, and others.

The third option is that the company consciously focuses on a specific segment of the domestic labor market. This segment is an important problem for the organization from the point of view of personnel policy. This is evaluated using a special program of marketing personnel.

According to the company's well-known personnel strategy, the product "jobs" are displayed and introduced in the market. The need to decide on the organization of product introduction in the market in each target segment makes it possible to create separate complex marketing measures for classical marketing.

Introduction of the product (workplaces) in the market should be based on how these workplaces are actually perceived by employees and how they are evaluated from a consumer point of view. From the point of view of personnel management, it makes it possible to solve several problems related to several personnel. Including: - meeting the organization's need for certain knowledge and personnel, ensuring that employees do not leave this organization, motivating employees, increasing their knowledge, ensuring employees' diligence and loyalty to the organization.

Introducing the "workplace" product to the domestic market can be based on the following:

- the "workplace" product is specific to specific individuals, for example, a workplace provided with the highest technologies and equipment;
- helping consumers solve some problems or creating favorable conditions for solving these problems, for example, providing preferential benefits (organizing a free work regime together with high wages);
- solving the method of separate use of the "workplace" product, a workplace suitable for the goals of the employees (for example, favorable conditions for gaining experience in a certain field of activity);
- a workplace that is connected to certain categories of consumers, for example, special participation for employees with disabilities or a workplace that is convenient for women with children;
- a workplace compared to a competing product, in which it is demonstrated that the potential workplace has advantages and advantages over the workplace offered by competitors with certain amenities.
- giving a certain category of workers the opportunity to regularly or periodically continue their education.

Stage 3. Creating a marketing complex. Then, based on the analysis of the resulting segments and the selected strategy for introducing the product to the market, a marketing mix is created for use in each market segment (or for segments that correspond to the organization's goals).

- "Product" - are workplace features that clearly match the requirements of a specific market segment;
- "Price" - creation of a system of payment for labor and incentives for workers that meets the requirements of the market segments and the strategy of introducing the product to the market;
- "Communications" - an internal communication system will be created. These communications are about the advantages of the organization and specific jobs (vacancies), the mission, goals and values of the organization, the incentive system in the organization,

the employees who are trying to create a positive image in the internal and external environment of the organization, and who are creating the image of a humane and law-abiding organization among the public. should be tasked with disseminating information on time.

- “Sales” is defined as the recruitment of time-efficient employees (“sales of jobs”), which encourages employment depending on the characteristics of the considered workplace segment.

Step 4. Organizing, implementing, controlling. This stage is almost no different from the stage of marketing management of goods and services. It refers to the gathering of information that allows to reduce the uncertainty in making marketing decisions during the management of employees. An organizational structure is formed that is responsible for the performance of the task assigned to marketing personnel. During this period, an external structure is also created to control the marketing personnel.

Therefore, the marketing approach of personnel management in organizations creates an internal and external labor market that provides an opportunity to effectively solve problems related to decisions.

Using this approach in the foreign labor market creates the following organizational opportunities:

- a) assessment of the situation of the labor market;
- b) analysis and identification of traditions of change in the labor market;
- c) ishchilarni yollash va umuman bandlikni ta'minlash sohasida ilmiy asoslangan boshqaruv qarorlarini qabul qilish;
- d) return opportunities for effective use of human capital. The use of the marketing approach in the internal labor market allows the organization to find, attract and retain employees who match the goals, establish good relations with existing employees, improve their skills, and significantly reduce employee motivation costs. creates.

Thus, opportunities to increase the competitiveness of marketing employees, which are considered relevant for the internal and external environment of the organization, will appear based on the selection of convenient options of strategies and tactics suitable for the organization.

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