

## **The Study of “Social Governance” As a Managerial Activity in the Sociology of Governance**

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**Abstract:** When it is called socially management, the form of social relations established between people in relation to power and subordination is understood, which is determined by the location and tasks of people in a labor organization. To date, in sociology, the definition of management as “directing the behavior of people in a certain way based on the interests of the organization without noticing them” is widely used. Therefore, sometimes scientists equate management to art.

In this article, “Social Management” has been scientifically researched as a specific type of management activity.

**Keywords:** management, social management, sociology of management, management activity, social attitude.

### **INTRODUCTION**

Sociology of management is considered a synthetic science formed by the addition of two independent disciplines – sociology and management. It is known that Sociology, by objectively analyzing social relations between people, identifies the laws and laws that govern society, studies different forms of society and the behavior of small groups and individual individuals. The main purpose of the management, on the other hand, is to determine the ways in which social relations are practically effective for the benefit of certain social groups, organizations and society.

The concept of “governance”, first introduced into practice in the United States, is studied today by many disciplines. But they all support the idea that the main goal of management is to manage people and direct their activities in the interests of a particular organization or social institution on the basis of a previously developed plan.

### **RESEARCH METHODOLOGY**

Social systems are the most complex systems, and their management is the most difficult type of management. Social management is understood as the impact on the community of people in order to streamline society, improve and develop it, and achieve the tasks facing people. The objective necessity of social management is conditioned by the social nature of people's existence - work, other relationships, communication, interaction.

One of the main features of the sociology of management is that it is a practical science. As part of general sociology, he studies the formation, functioning and development of processes involved in the field of Management in society, the mechanisms of social changes and

relationships, the laws of social movements. Since the control process consists of many bosses, it covers a wide variety of components into the oocyte, and different disciplines research it based on their point of view. Each of them determines its object and subject in this process.

The concept of “social management” is used in a broad and narrow sense. In a narrow sense, social management is the process of influencing social processes, structures and social institutions in the direction of a previously planned goal. In a broad sense, when it is called social management, the sociology of management is understood, that is, it is the sphere of certain human activity that objectively constitutes a certain group of workers – managers. The group of Managers includes scientific researchers as well as educators who retrain management personnel.

Social management is always necessary when people are working together to ensure its coordination and regulation, consistency of individual actions. The object of social management is the existing relations in society, social formations, and individuals. The subject of management is managers who exercise personal leadership and collective management bodies of any communities of people, including state and non-state organizations, enterprises, institutions, their structural divisions, public associations, international organizations; public authorities and local governments, their officials. Despite the significant role played in the management of social systems by subjective factors of a volitional, emotional, or other psychological nature, established relationships between people, traditions, foundations, habits, moral and ethical norms, etc., the management of such systems of any size and hierarchy is determined by general patterns inherent in the management process, unified approaches to acceptance and implementation management decisions based on the receipt, transformation and transmission of information. However, the organization of information exchange between elements of social systems, methods of obtaining, evaluating and analyzing it, mechanisms for making managerial decisions and influencing people in many ways fundamentally differ from management in systems of a different nature.



This is explained not only by the complexity of socio-economic processes, as well as the biological, psychological and social characteristics of people as elements of a social system, but also by the variety of information flows in such systems.

The importance of the sociology of management is historically justified by the emergence of the division of labor in society and in labor collectives. In this respect, the sociology of management can be interpreted as an important element of society. A key concept in the sociology of governance is “influence”, which refers to the perceived and planned, purposeful influence of the subject of governance towards the stewards.

Influences in the social system can be different in their size, essence and strength of direction. Accordingly, the essence of management changes. In public administration, governance will

always be associated with state and political power. As a key element in public administration lies the achievement of the goal. The system of goal formation is most influenced by the economic and political system of society, the level of development of the institution of Civil Society, National, Historical and cultural traditions. All this can cause changes in goals. While this is the case, the system of goals is always involved in directing public administration in a certain way.

Management relations are characterized by their complexity. The relationship of the subjects of management consists of organizational relations, which is considered an integral, important element of the process of annihilation. Organizational relations of management entities include relations such as subordination and coordination, responsibility and competition, centralization and privatization. These relationships can be vertical and horizontal, formal and informal.

## **RESULTS AND DISCUSSION**

In order to effectively implement it during the management activities, specialization is introduced on certain subjects, content, type of labor, as well as a cooperation is carried out to organize the qualified work of the entire management bodies. In order to achieve cooperation, a formal organizational structure of the governing body is created, which implies a sequential and hierarchical arrangement of departments and lovizim. But this official structure must be constantly compared with an informal structure and take it into account. Only under this condition will management activities be effective and lucky.

The laws of the sociology of management reflect important invariable internal features of the management process. These laws are of an objective nature and will not depend on the Will and purpose of people.

Through the conscious application of control laws, it makes it possible to adapt the activities of people to the objective requirements of life. In sociology, the following manifestations of the laws of management are studied:

1. The law of diversity. Diversity should be reflected in the activities of management entities and managed facilities. The more complex the management object, the more complex the governing body should become. The subjects of management should have a variety of methods and ways to implement the decisions made and direct the activities of individuals to them. At the same time, determining which of the controlled objects, at what point, and by what method to influence, is a sign of effective management.
2. The law of specialization of management. The practice of managing modern social relations leads day by day to the division of tasks in this area. these tasks are valid at different stages of management, under certain conditions and directions. Therefore, management requires high qualifications in economic, political, psychological, organizational and technical, legal and other areas. The subject of management develops management decisions, projects, programs and concepts, mastering and relying on knowledge in various fields.
3. Law of integration of management. It provides for the unification of specialized actions in the framework of a single system at different stages of the management process and direction. As unifying factors, the goals, tasks and interests of society are manifested.
4. The law of saving time. This law is considered one of the main laws in the activities of management. It implies that the putty will melt at the goal with the minimum amount of time. The less time is spent on this, the lower the consumption of material goods, human and financial resources.
5. The law of importance of social goals. At the time of the imposition of the goals of management activities, it is determined which of them are dolzab, which are auxiliary and binary. For example, the main goals in the management of society are not production, economics or politics. In this case, the main goal is to raise and improve the lives of members of society in a sustainable way.

6. The law of increasing subjectivity and intellectuality in the management process. Since all social relations in management activities are quite human, they are all transmitted through human consciousness, improved and developed by people. This process is considered to be directly related to the form of industrial relations in society and the change in them. The law of the predominance of a global goal underlies social governance. Its essence is that any social system will consist of several subsystems.



An important law of social governance is that it has a doctrinal nature. The development and implementation of the social doctrine during the management process expresses the systemativeness of the management effect. Therefore, social doctrine is a type of global technology that determines the position of the social system in the geopolitical field. It shows the main ones in the implementation of the indigenous social needs of a particular nation, includes the mechanisms of their implementation (economic, International, Cultural, Environmental, military) and is considered the basis for the implementation of various types of policies aimed at determining the main strategic goals, the main social directions in the continuation of the reform, meeting the needs of citizens.

Today, the clarifying law of social development is the formation and implementation of social policy, which is considered the main mechanism for the implementation of the principles of the “social state” and the “socially delimited market”. It, in turn, is formed only on the basis of social doctrine.

One of the main laws of modern social Bashkir is considered the transfer of managerial duties. In the practice of social management, the following laws should apply:

1. The totality of the social management system. This whole is determined by the cultural, political, economic factors of social differentiation. This is reflected in the continuity of Management Relations, the participation of the entire social system in management.
2. Optimal proportionality should be maintained between centralization and privatization of social management functions. The centralization of management is changing at the same time as the development of society. For each stage of development, a specific level of centralization should be determined. The centralization and privatization of governance is considered one of the laws of social governance.
3. Different sections of society should participate in social management. Because in the production of material and spiritual resources of society, representatives of different classes of society are involved, and this leads to an increase in the efficiency of management and increased responsibility for the performance of tasks.

## CONCLUSION

When the principles of the sociology of management are said, the norms of behavior of the governing bodies, which are valid in the implementation of Management in the case of social conditions formed in society, are understood. These norms clarify the requirements for the system, structure, processes and mechanisms of social management. Social governance does not consist solely in making decisions. It includes social control. Social control allows you to make changes and corrections to the decisions made, ensuring the implementation of the decisions taken, in various situations that arise in the same way as the implementation of the decisions. On the basis of this, it is ensured that the next stages of work activity will be more effective.

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