



# "IMPROVING OF ORGANIZATIONAL STRUCTURES IN ERA OF GLOBALIZATION"

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<b>Received:</b> December 24 <sup>th</sup> 2023 <b>Accepted:</b> January 20 <sup>th</sup> 2024 <b>Published:</b> February 26 <sup>th</sup> 2024	In this article, you can read about improving of organizational structures in era of globalization.
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Globalization is a reality that affects every organization, regardless of size, industry, or location. To succeed in a competitive and dynamic global market, you need to adapt your organization's structure to align with your strategic goals, customer needs, and cultural diversity. But how do you change your organization's structure for globalization? Here are some tips to help you design and implement a more effective and flexible organizational structure that can support your global expansion.

## Assess your current structure

The first step is to evaluate your existing organizational structure and identify its strengths and weaknesses. How well does it support your vision, mission, and values? How does it enable communication, collaboration, and innovation across different functions, regions, and cultures? How does it respond to changes in the external environment and customer expectations? How does it balance centralization and decentralization, standardization and customization, and control and autonomy? You can use various tools and frameworks, such as SWOT analysis, McKinsey 7S model, or organizational network analysis, to conduct a comprehensive and objective assessment of your current structure.

## Define your global strategy

The next step is to define your global strategy and determine how it will affect your organizational structure. What are your objectives and priorities for entering or expanding in the global market? What are the opportunities and challenges you face in different regions and segments? What are the key competencies and capabilities you need to leverage or develop to achieve your global goals? How will you differentiate yourself from your competitors and create value for your customers and stakeholders? Your global strategy should guide your decisions on how to structure your organization to support your strategic alignment, operational efficiency, and competitive advantage.

## Choose your global structure

The third step in determining your global structure is to consider your global strategy and current structure. Different types of global structures exist,

each varying in the degree of centralization, coordination, and integration across the organization. These include an International structure, where the headquarters retains most of the decision-making and control; a Multidomestic structure, where the subsidiaries have more autonomy; a Global structure, with centralized and standardized activities; and a Transnational structure, which involves complex collaboration between headquarters and subsidiaries. There is no one-size-fits-all solution for choosing your global structure; you must evaluate the advantages and disadvantages of each type in relation to your industry, market, culture, and strategy.

## Implement your global structure

The final step is to implement your global structure and monitor its performance and impact. This involves communicating and explaining the rationale and benefits of the new structure to your employees, customers, and stakeholders, and addressing any concerns or resistance they may have. It also involves designing and executing the necessary changes in your policies, processes, systems, and culture to support the new structure, and providing training and development opportunities for your staff to adapt to the new roles and responsibilities. Moreover, it involves measuring and evaluating the outcomes and feedback of the new structure, and making adjustments and improvements as needed to ensure its effectiveness and sustainability.

Changing your organization's structure for globalization is not an easy or quick task. It requires careful planning, analysis, communication, and execution. However, it can also be a rewarding and strategic move that can help you achieve your global aspirations and enhance your organizational performance and potential.

## Here's what else to consider

This is a space to share examples, stories, or insights that don't fit into any of the previous sections. What else would you like to add?

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