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CURRENT PROBLEMS OF MANAGEMENT

Annotation

The need to introduce modern management approaches in Georgia is becoming more and more relevant and is associated with the country's orientation in the scale of global relations development.

Within the framework of the goal of management, it is necessary to consider the implementation of tasks necessary for its achievement, which in turn includes the development of scientific approaches, principles and methods, their practical application, in-depth economic analysis, as well as staffing with competent resources, consideration of strategic goals and perspectives, effective motivational system, increase of intellectual capital, introduction of a comprehensive system of trainings and personnel development, which ensures sustainable, reliable, promising and effective work of both the team and the individual and the organization as a whole, in terms of creating and selling competitive goods and services.

But, management will not be successful if it is carried out according to «vague» and unclear objectives and therefore does not have a clear strategy. However, there are factors in healthcare management that make it difficult for managers to organize the management process.

Impeding factors include low level of personnel, lack of advertising, low quality of diagnostics, weak material base, as well as insufficient financing, expensive equipment, lack of access of most patients to purchase expensive medicines, etc.

Keywords: new market search, global environment, constant adjustment of goals and programs, introduction of innovation, basis of management, client satisfaction, rational use of resources, professional.

In the global environment, along with the increase in the scale of production, the goal of management, to ensure the profitable and successful operation of the company through the rational organization of production processes, requires the development of production management and technical-technological processes, the effective use of human, financial or informational resources, minimizing costs of raw materials, materials, energy, labor, also increase of income (generated from product and service issue) and quality.

Thus, management is committed to creating the necessary and competitive conditions for the successful functioning of the organization, and it can be derived from the fact that profit is not always the goal of existence. Ultimately, the market determines the outcome of the company's activities. Namely,

systematic search and development of new markets; organization of production of goods and services; rational use of existing resources; transition to the use of professional, highly qualified personnel; material and moral stimulation of employees and creation of a favorable working environment for them; constant control of the efficiency of companies; coordinating the work of all its structural departments; offering quality goods or services; Satisfying customer needs, etc.

However, the profit creates certain guarantees for the further activities of the organization, since the accumulated income in the form of various funds reduces the probability of economic risks associated with the sale of goods in the conditions of coexistence with an unstable external environment as a constant source of risk.

As is known, along with commercial organizations, there are also non-profit organizations that operate on a non-profit basis and whose activities are aimed at achieving and satisfying socio-cultural needs. For example, in the field of services (tourism, healthcare, education, etc.), management applies to the following processes: Management of personnel potential, management of tourist flows, management of bed fund, management of patient referrals, etc.

Currently, the demand for all branches of the national economy, especially for the branches of the service sector, for their proper management and creation of competitive conditions for functioning is increasing.

A specialist working in any field, in order to be in demand and competitive, must not only be well-educated and highly skilled, but must also have good health. According to the World Health Organization (WHO), health is a state of complete physical, mental, social and spiritual well-being and not merely the absence of disease. It depends on lifestyle and environment, as well as genetics and health status and level of development.

Population health, spiritual development, education, etc. Yes, it is a strategic resource of our country. It is no coincidence that in countries with a developed market economy, health care is a priority area of government activity.

Therefore, healthcare management should be considered quite seriously, because the purpose of its implementation is to increase the quality of medical services, high remuneration of healthcare personnel, purposeful use of budget costs, etc. Sh. Important issues are discussed. Health care has not only an economic mission, but also a social one.

In short, healthcare management is the management of clinics, hospitals, etc. General management of the medical network, where the manager is responsible for overseeing the day-to-day activities so that the health facilities function according to modern standards as a single unit. Also, the manager should work with cybersecurity analysts to protect patient information from leaks, etc.

However, management will not be successful if it is carried out according to «vague» and unclear goals and therefore does not have a clear strategy. However, there are factors in healthcare management that complicate the organization of the management process of healthcare facility managers. Obstructing factors can be both internal and external factors.

Internal factors include low staffing levels, lack of advertising, low quality of diagnostics, weak material base, etc. As for the external factors, it includes insufficient funding, expensive equipment, lack of access of most patients to purchase expensive medicines, etc.

However, in terms of the number of personnel employed in the healthcare sector, Georgia substantially

differs from the European average: the rate of provision of doctors per 100,000 inhabitants is 1.8 times higher than the European average; The number of nurses (per 100.00 inhabitants) is 1.3 times less than the European average.

The nurse/doctor ratio in Georgia has not exceeded 0.9 in the last 5-6 years. While in the countries of the European region and the European Union there are on average 2 nurses for one doctor. All these question the quality of the medical service provided. Also, the geographical distribution of medical personnel in the country is uneven, despite the fact that most of the healthcare facilities are concentrated in Tbilisi, there is still a big difference in the distribution of personnel in Tbilisi and the regions¹.

As world practice shows, the biggest role in the health care field is assigned to the medical staff. Increasing efficiency and implementing organizational changes, introducing innovations and changes depends to a large extent on human resources.

However, it is important to have special training of both medical staff and management, involvement of all subordinates in the management process, professional trainings, use of modern and information technologies when making a number of management decisions, ensuring economic independence and freedom of decision-making; Conducting in-depth economic analysis when making each management decision, etc. which ultimately provides the parameters and priorities of effective management, which we lack today.

If we touch on such a painful issue as the pandemic, a number of problems that before the pandemic did not pose a great threat (to put it mildly), in the difficult and emergency mode of work of health institutions, turned into a global difficulty, which was caused by a number of management in general and in the health management sector in particular with problems.

This happened depending on the country's financial situation, level of development or other circumstances, all states, including Georgia, had to deal with a number of difficult challenges, namely the influx of patients who needed the most attention and proper treatment.

By this time, most of the European countries also experienced a number of global problems in terms of bed fund, medical personnel or equipment, etc. Only the scale of the crisis and the time interval of the immediate meeting of the problems depended on the level of development of the country.

Based on a number of studies and practical experience, it has been proven that this group of viruses and any serious disease can cause great damage to the population in certain environments. The country, the medical community, and in particular the healthcare system and its management, should always be ready for possible negative scenarios.

The prediction of an even greater number of cases in the absence of measures to contain the spread of the pandemic, the high probability of the collapse of the health system, has led to the introduction of lockdowns in many countries around the world. Economically, this decision was unprofitable for business and many other industries, etc. However, on the positive side, isolation measures have made it possible to reduce both the spread of the disease and the burden on the health care system.

Our country's health care is an important industry that has both negative and fundamental advantages, but in some respects it is outdated and needs to be replaced with a new, progressive flexible system, flexible management.

The lack of effective protective measures did not allow the provision of medical care in the necessary volume, which often led to an increase in the morbidity of workers in medical institutions.

Also, the shortage of medical personnel and many other factors, which were negatively reflected in experts' conclusions on the health care system, were repeatedly observed.

Conclusion

In conclusion, it should be noted that modern management should be characterized in accordance with the plan and should focus on the final results of activities, in accordance with the current change, the need for constant adjustment of goals and programs in the global environment.

Also, in order to improve the efficiency of production, service and business as a whole, one must have a desire for stability and a healthy ambition, the introduction and use of innovations in each segment, dependence on innovations, the introduction of creative approaches, the ability to take reasonable risks, increasing the role of marketing in business, where the basis of management is customer satisfaction, foreign capital Stimulation of attraction, etc.

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