ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR IMPROVING PROJECT MANAGEMENT EFFICIENCY IN THE DIGITAL ECONOMY

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Abstract. The rapid development of the digital economy is transforming traditional management approaches and creating new opportunities for improving project implementation efficiency. In modern economic conditions, organizations increasingly face challenges associated with technological changes, limited financial resources, market uncertainty, and growing competition. These factors require the development of effective organizational and economic mechanisms capable of ensuring rational resource allocation, transparent managerial decision-making, and sustainable project outcomes. This study examines the role of digital technologies, organizational flexibility, financial management, and performance evaluation in improving project management efficiency. Particular attention is paid to the integration of digital platforms, artificial intelligence, data analytics, investment assessment, and risk management instruments. The study proposes an integrated approach that combines organizational adaptability, economic optimization, digital infrastructure, and continuous performance monitoring. The findings emphasize that successful project management depends not only on technological innovation but also on the effective interaction of organizational structures, economic incentives, and managerial competencies.

Keywords: digital economy, project management, organizational-economic mechanisms, digital transformation, management efficiency, financial optimization, resource allocation, innovation, risk management.

Introduction

The development of the digital economy has fundamentally changed the conditions under which organizations plan, implement, and evaluate projects. The expansion of information technologies, artificial intelligence, cloud computing, and digital communication platforms has created new opportunities for improving management processes and increasing organizational competitiveness. At the same time, technological uncertainty, changing market requirements, and growing investment risks have made project management more complex. In these circumstances, traditional management approaches based on rigid organizational structures and centralized decision-making are increasingly insufficient. Modern organizations need flexible

management systems that ensure rapid information exchange, effective coordination of activities, and rational utilization of available resources. Therefore, the development of organizational and economic mechanisms for improving project management efficiency represents an important direction of contemporary management research.

Main Part

Project management efficiency in the digital economy is determined by the interaction of several interconnected factors, including organizational structure, financial resources, technological infrastructure, human capital, and institutional coordination. The effectiveness of these factors depends on how successfully they are integrated into a unified management system. One of the most important organizational mechanisms is the establishment of flexible management structures. Clear distribution of responsibilities, effective communication between departments, development of cross-functional teams, and delegation of operational authority contribute to reducing administrative barriers and accelerating decision-making. In particular, agile management approaches allow project teams to respond more effectively to changing requirements and continuously improve implementation processes. Economic mechanisms are equally significant in ensuring project efficiency. Rational budgeting, investment evaluation, cost control, financial forecasting, and resource optimization enable organizations to achieve planned results while minimizing unnecessary expenditures. The application of financial evaluation instruments, including Net Present Value (NPV), Return on Investment (ROI), and the Benefit-Cost Ratio (BCR), provides an opportunity to assess the economic feasibility of projects and determine their expected financial contribution.

Digital technologies represent an essential instrument for strengthening these mechanisms. Integrated project management platforms enable organizations to monitor implementation schedules, control expenditures, distribute responsibilities, and exchange information in real time. Artificial intelligence and big data analytics can support demand forecasting, risk identification, resource planning, and the evaluation of alternative management decisions. Consequently, the application of digital solutions contributes to improving transparency and reducing the time required to obtain and process managerial information. Another important factor is the development of human capital. The successful implementation of digital projects requires employees who possess not only professional knowledge but also digital literacy, analytical thinking, communication skills, and the ability to work with modern information systems. Continuous professional development and organizational learning should therefore be considered essential elements of project management improvement. Risk management

also occupies an important position within the organizational-economic mechanism. Digital projects may involve financial, technological, operational, organizational, and cybersecurity risks. Their timely identification, assessment, and monitoring allow organizations to minimize potential losses and maintain project continuity. The integration of risk assessment into financial planning and managerial decision-making strengthens the resilience of project implementation.

Based on the analysis, an integrated organizational-economic mechanism for improving project management efficiency can be developed through five interconnected directions:

Digital infrastructure development: implementation of integrated information systems, cloud platforms, automated reporting, and analytical technologies.

Organizational flexibility: improvement of managerial structures, distribution of responsibilities, development of cross-functional teams, and delegation of decision-making authority.

Economic resource optimization: improvement of budgeting, investment evaluation, financial forecasting, and expenditure control.

Institutional governance: strengthening managerial accountability, transparency, coordination, and internal control.

Performance monitoring: continuous evaluation of project costs, implementation schedules, resource utilization, quality, and expected economic outcomes.

The practical application of these directions is particularly important for organizations operating in emerging digital economies. In Uzbekistan, the expansion of digital infrastructure and the modernization of economic management create favorable conditions for introducing advanced project management approaches. However, achieving sustainable results requires not only investments in technology but also improvements in organizational culture, professional competencies, financial discipline, and institutional coordination. It is also important to emphasize that digital transformation should be implemented according to the actual needs and financial capabilities of each organization. Excessive investment in technologies without a clear economic justification may increase operating costs rather than improve project performance. Therefore, every digital management solution should be evaluated in

terms of its expected contribution to productivity, cost reduction, decision-making quality, and long-term organizational development.

Conclusion

The analysis demonstrates that improving project management efficiency in the digital economy requires a comprehensive combination of organizational, economic, and technological instruments. The effectiveness of project implementation depends on the ability of organizations to integrate digital infrastructure, flexible management structures, rational financial planning, qualified human resources, and systematic performance monitoring. The proposed integrated organizational-economic mechanism creates opportunities to optimize resource utilization, reduce operational expenditures, strengthen managerial accountability, and improve the quality of strategic decisions. Its implementation should be based on the specific characteristics of projects, the technological maturity of organizations, and existing economic conditions. The scientific significance of this approach lies in considering organizational and economic instruments not as separate management tools but as mutually reinforcing components of a unified project management system. In practical terms, organizations should prioritize digital management platforms, performance-based evaluation, investment efficiency assessment, employee development, and proactive risk management. These measures can contribute to increasing project competitiveness, ensuring financial sustainability, and strengthening the effectiveness of economic activities in the digital economy.

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