
SPECIFIC FEATURES OF EFFECTIVE PERFORMANCE OF FUNCTIONS IN A PROJECT TEAM

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Abstract

The article covers the definitions of a project and the importance of a project team. The key factors of a project team's success are discussed. These include clarity of goals and strategy, effective communication, clarity of roles and responsibilities, education and training, external cooperation, adaptability to changes, as well as development and analysis.

The article substantiates the necessity of properly organizing these factors for effective work in a project team. It is emphasized that setting project goals, communication systems, team members' responsibilities, training programs, external partnerships, the team's adaptability to changes, as well as properly organizing development and analysis activities are crucial.

Thus, the article reveals these key factors that ensure effective work in a project team and suggests ways to successfully implement projects by adhering to these factors.

Keywords: Project team, Effective performance of functions, Agile methodology, Cross-functional teams, Online platforms, Data analytics, Feedback, Creative approaches, Virtual teams, Public-private partnership, Investment projects, Artificial intelligence, Automation of management processes.

Introduction

Throughout the history of mankind, many large and small projects have been implemented in the military, industrial, construction and other sectors. As a result of technological development and increased competition between enterprises, the science of project management was formed in the middle of the 20th century.

According to the definition of Western experts, "a project is a temporary obligation to create unique products, services or results"[1]. Or "A project is a set of coordinated actions (works) undertaken by a person or organization to achieve certain goals within established deadlines, costs and operating parameters"[2]. Until now, various definitions of projects have been given, their specific features, various methodologies and approaches have been developed, which are interpreted and continue to develop in world practice.

The key role in the effective implementation of projects is played by the project team and its functions. The project team can be defined as a group of people who work together to successfully complete a project. Each team member is assigned specific tasks and responsibilities. The project team usually consists of a project manager, engineers, designers,

marketers and other specialists. This team defines the project objectives, determines the ways to implement them, manages resources and evaluates the results of the project.

Practical experience shows that the role of marketing in the project team is very important. It provides information about customer requirements and market trends, which helps to determine the direction of the project. The marketing team makes a significant contribution to the success of the project through product promotion, development of advertising strategies, and establishing relationships with competitors. It also helps team members maintain constant contact with the client, which helps to achieve high results.

There are several factors that contribute to the success of the project team. Let's review some of them:

1. Clear goals and strategy. The project's goals should be clear, realistic, and understood by all team members.
2. Effective communication. Consistent communication among team members, with the freedom to share ideas and suggestions, is crucial in the project process.
3. Clarity of roles and responsibilities. Each member should clearly understand their tasks and responsibilities, and be able to fulfill them in a timely manner.
4. Training and education. Providing continuous training and learning opportunities can bring new ideas and methods to the project, supporting the professional development of team members.
5. Collaboration. Striving for collaboration with relevant stakeholders can enhance the team's effectiveness.
6. Adaptability to changes. The ability to quickly adapt to changes that arise during the project is important for the team's success.
7. Continuous development and analysis. Analyzing results and providing feedback during the project process can ensure the team's achievements.

In summary, these factors - clear goals, effective communication, defined roles, continuous learning, collaboration, adaptability, and analysis - contribute to the overall success of the project team in delivering the desired outcomes.

It is important to note that for a project to be successfully implemented, the functions of the project team must be clearly and correctly defined. In this case, the role and responsibilities of each participant are clearly distributed.

For example, the project manager is responsible for the overall management of the project, defining the goals, and coordinating the team members. The resource manager is responsible for efficiently distributing and managing the available resources, as well as aligning them with the project requirements. Technical specialists also play an important role, as they are responsible for developing and implementing the technical solutions necessary for the project.

The marketing specialist is considered one of the key members of the project team. Their function is to promote the project goals and products, as well as conduct market research. The finance specialist is responsible for managing the project budget and preparing financial reports, while the quality control representative is responsible for ensuring the quality and compliance of the project with standards.

Risk assessment is also of great importance in the project. This function is performed by the risk managers in the project team. They focus on identifying, assessing, and managing potential risks.

In summary, the clear definition and proper distribution of roles and responsibilities among the project team members is crucial for the successful implementation of the project.

In the project team, the communication specialist is responsible for establishing effective communication between team members and stakeholders. The feedback and analysis specialist is responsible for analyzing the project process and providing feedback.

These functions help to organize the team's work effectively and ensure the success of the project.

It is also important to consider modern forms of effective implementation of team functions, taking into account developments and innovations in the field:

1. Agile methodologies. Rapid methodologies (Scrum, Kanban) ensure step-by-step management of the project process, which includes the ability of team members to adapt quickly to changing requirements.
2. Cross-functional teams. Bringing together members from different fields (design, technical, marketing) in one team helps to create innovative solutions.
3. Online platforms and tools. Tools like Trello, Asana, Jira are used for effective project management, task distribution, and team communication.
4. Data analytics. Data-driven decision making is important for evaluating project results and improving performance.
5. Feedback. Providing feedback to team members and conducting discussions help to improve future work.
6. Creative approach activities. Techniques like "brainstorming" are effective for generating new ideas.
7. Virtual teams. Working with members or representatives of the same field around the world through software or online tools allows the integration of global resources.

These modern forms help to ensure the effective implementation of the project team's functions.

It is worth noting that global brands that have effectively performed their functions in the project team operate in many fields. They usually establish successful relationships with their customers through effective team organization, innovation implementation, and providing high-quality products or services.

Some examples of such global brands include:

- Apple: Known for its innovative products and effective marketing strategies. The Apple team is always striving to create new technologies and designs.
- Google: Focuses on improving efficiency through targeted teamwork and data analysis. Google also constantly works to improve its products and services.
- Amazon: Pays close attention to customer service efficiency. The Amazon team has achieved high efficiency by optimizing logistics and operations.

- Tesla: Operates in the field of innovative car manufacturing and ensuring environmental sustainability. The Tesla team focuses on technological innovations to maintain competitiveness in the market.

These brands have achieved success in global markets by effectively organizing their team activities.

In addition, as mentioned earlier, processes such as project management, monitoring, and evaluation of results are also important for the effective implementation of the project team's functions. National experience can provide examples in this regard:

- Public-private partnership projects in Uzbekistan: Special mechanisms have been developed to ensure the high-quality implementation of projects in the energy, utilities, and transport sectors within the framework of public-private partnership.

- Investment projects in the power industry: In accordance with the instructions of the President of the Republic of Uzbekistan, the tasks of the team members have been clearly defined to eliminate existing shortcomings and ensure high-quality implementation of investment projects in the power industry.

These examples demonstrate the importance of effective organization and distribution of functions within the project team for successful project implementation.

In addition to the examples mentioned earlier, it is worth noting the following aspects related to effective implementation of project team functions:

Financial Mechanisms:

- In PPP (Public-Private Partnership) projects, specific structures have been formed to ensure effective implementation of financial mechanisms, which helps to organize the activities of the project team efficiently.

Innovative technologies:

- Innovative technologies, particularly artificial intelligence and automation of management processes, are now taking the lead in enabling project teams to perform their functions effectively. The use of such new technologies and tools has already started to yield results in certain project areas.

In conclusion, in order to effectively perform the functions of the project team, it is necessary to take into account not only the existing rules and regulations, but also the capabilities of modern technologies. Proper integration of these technologies into practice can increase the effectiveness of projects and mitigate various risks that may arise during the project implementation process.

The effective use of financial mechanisms and innovative technologies, in addition to the factors mentioned earlier, such as clear goals, effective communication, clear roles and responsibilities, training and development, collaboration, flexibility, and analysis, is crucial for the successful performance of the project team's functions.

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