

**Umida YULDASHEVA**

The Banking and Finance Academy of the Republic of Uzbekistan

### **THE OUTLOOKS OF THE LEADERSHIP ROLE IN HUMAN RESOURCE MANAGEMENT IN LLC “WEBSITE BUILDER”**

**Abstract.** The article explores the LLC website builder’s human resource management system. Its perspectives and improvements. The methods used for research are theoretical and empirical approaches, questions, and hypothesis. Suggested the “self-tracking” system for the LLC website builder HRM. The article aims to look deeper into the current leadership roles in human resource management, as this research is important in the development of the LLCs. The LLCs leadership role in employee management and skills leverage to increase the revenue. The suggested self tracking system for practical implementation.

**Key Words:** websites, artificial intelligence, limited liability company, management, leadership, human resource (HR), staff, marketing

### **ПЕРСПЕКТИВЫ РОЛИ ЛИДЕРСТВА В УПРАВЛЕНИЕ КАДРАМИ В ООО «ВЕБ-САЙТ» РАЗРАБОТЧИКОВ**

**Аннотация.** В статье рассматривается система управления человеческими ресурсами ООО «веб-сайт» разработок. Ее перспективы и улучшения. Методы используемые для исследования являются теоретическими и эмпирическими, с вопросами и гипотезами. В статье предложена система само отслеживания сотрудников. Цель статьи, глубже рассмотреть текущие руководящие роли в управление человеческими ресурсами, поскольку это исследование важно для развития кадрового управление в будущем. Роль лидеров в управление сотрудниками и использование навыков помогают увеличить доход компании. Предложенная система само отслеживание является эффективной в внедрение на практику.

**Ключевые слова:** Веб-сайт, искусственный интеллект, общества с ограниченной ответственностью, управление, лидерства, человеческие ресурсы, персонал, подбор персонала, маркетинг.

### **MCHJ “WEBSITE BUILDER”DA INSON RESURSLARINI BOSHQARISHDA YETAKCHILIK ROLINING ISTIQBOLLARI**

**Annotatsiya.** Maqolada horizgi kuning dolzarb mavzusi hodimlarni rivojlantirishda boshqaruvchining yetakchilik o‘rni va uni rivojlantirish yo‘llari

o‘rganilgan. Emperik va teoritik metodlari, mavzuga oid savolar va gepotizalar analizlari keltirilgan. O‘z-o‘zini boshqarish va kunlik motivatsiyani aniqlash uchun xodimlarga “o‘zini tracking” qilish uslubi taklif etilgan.

**Kalit so‘zlar:** veb-saytlar, sun’iy intellekt, mas’ulyati cheklangan jamiyat, menejment, inson resurslari, marketing, yetakchilik, xodimlar,

### Introduction

The article aims to explore the HR management of the LLC “website builder” companies, focusing on know-how approaches and the influence of the leadership role on the company’s development. The leadership role acts as a main mechanism for strong management of the HR’s workforce. The goal of gaining improvement in management system is the research object. It provides insights into improving the management role of the leaders and aligning the company management. The theoretical and empirical methods investigate the dynamics in leadership role and practices in human resource.

The research of the questions:

1 What problems do the leaders have in the HR controlling in LLC website builder ?

2 Does the LLC website builder companies leadership role have an influence in HR management?

The hypothesis of the research are:

1 The targeted skill development of the workforce in the LLC website builder will experience lower staff turnover.

2 The using top-rated LLC website builder leader’s models of effective motivation, hard and soft skills development will achieve better results and higher revenues of the company.

### Methods

The research uses, both theoretical and empirical methods to explore the relationship between leadership and human resource management of the website builder LLC. The theoretical side, includes a review of pertinent literature on leadership styles, staff motivation and human resource practices in IT, service-based LLCs.

The empirical part of the study explores, was focused on using qualitative method, containing structured interview with LLC website builders directors and human resource specialists. Furthermore, feedbacks and human resource reports

were analyzed to identify current challenges, motivational practices, leadership actions.

The material were collected between February and March 2025. The facts were sorted and thematically analyzed to research of the leadership influence, staff turnover and programs of professionalism development. The Leaders help people, in different situations and the LLCs in the market are the main gear and the nearest helper for the clients. Why? Because the LLC in many aspects of life have an impact, they are more informed about the “Needs” and “Wants” of the clients. Leadership is main idea in the management of the company’s work. “What is Leadership exactly ?”

We need to create comprehensively comfortable conditions on tackling the available problems in practice, as well as ensuring for the population to freely work, have a decent leisure time and commendable living standards. [1]

The legislation on work, considering interests of workers, employers, the states, provide effective functioning of the labor market, fair and safe working conditions, protection of labor rights and health of workers, promotes increase in labor productivity, improvement of quality of work, rice on this basis of material and cultural level of all population.[2] Leaders have a role of creative positive, strategic and sustainable change. Leadership is fundamentally about challenging what is, with an eye on what can be. [3]

Organizations are responding to what is happening in the greater economic environment. It is still hard to find skilled talents. Among those experiencing difficulties in recruiting, top challenges include a low number of applicants 51%, competition from other employers 50%, and candidates ghosting 41%. Employers also cite candidates not having the right work experience or skill and the inability to offer flexible work or more competitive compensation as major hurdles to recruitment. [4]

People who felt confident in their abilities were more likely to feel motivated and engaged in their work. It appears that a sense of mastery and accomplishment is a key motivator for individuals to excel in their endeavors. [5]

When leaders are grateful, create a culture where people want to give their best every day. When leaders are grateful, they see the potential in others and help unlock it. [6]

Leadership is usually a monumental challenge for any organization or management to determine its mission and faithfully implement the strategies that should actualize it. Leadership is just one important component of manager’s

skills, manager cannot just be a leader, he or she also needs formal authority to be effective. [7]

Leadership is “the management function that involves the manager’s efforts to stimulate high performance by employees. It include motivating and communicating with employees, individually and in groups”. [8]

Every innovation begins from the “Wants” and “Needs” of the Humans. What people search today? “What do they need?”. This is exactly key element for every CEO in LLC business. Asking such questions make unique step to the market, it will make the huge impacts for the country’s GDP development and the LLC’s yearly revenue growth and income of the employees in whole. The subject, of the research is the “Websites Builders” LLCs in Uzbekistan. The object is the Leadership Role in the Human Resource Management and hiring professionals, skilled employees to the company. The research approach is the entrepreneurs recruitment system, the staff’s long term and short retention in business.

### **Results**

The exploration of hiring practices and leadership styles within LLC website builder companies demonstrates a significantly higher level of staff motivation. Leaders, who actively invest in training, motivating, and developing the professionals competencies of employees through practical know-how approaches tend to achieve a zero-turnover rate. Conversely, LLC website builder firms that fail to integrate innovations in HRM and lack motivational initiatives face considerable employee dissatisfaction and increased workforce passivity.








More than 80% of the human resource professionals concur that effective leadership plays a critical role in employee retention and organizational success. Furthermore, LLCs that introduce skill enhancement programs- targeted both soft and hard skills- report an increase in operational efficiency exceeding 65% within a two-month period.

The daily employee motivation tracking system, developed and suggested, is anticipated to positively influence demanding and repetitive work environments. The integration of creative elements into the system have has yielded favorable outcomes, particularly due to its user-friendly design and accessibility via desktop platforms throughout the workday. But, it is very helpful to up lift the employees, to the next level of development. The employees tracking system, can be installed to the local net of company’s computer system and each of the members could see, their daily results and their colleagues development. The system uses the round circles in different colors:

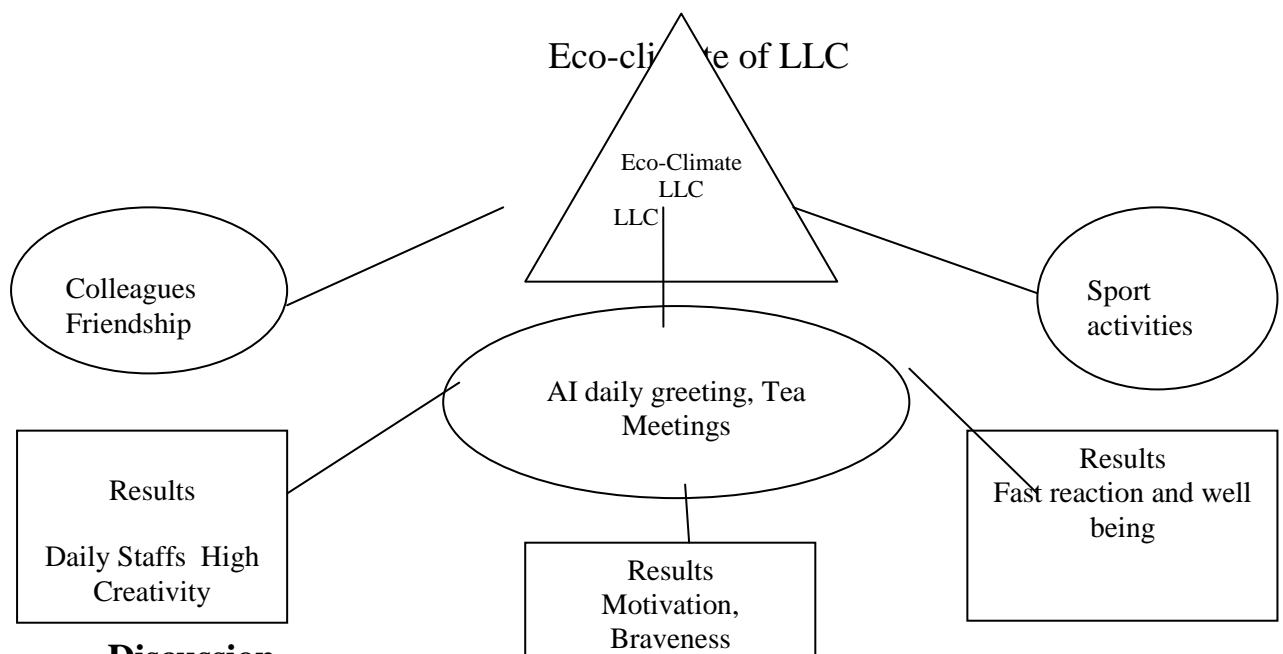
- 1 Red color for high work performance
- 2 Green color for middle work performance
- 3 Grey color for unmotivated working day

Table 1.

**“LLC website builder employee’s self control- development Tracking System”**

Employee dd/m m/yy	Web Designer	Web site developer	Graphic Designer	HR manager	Accountant	Lawyer	Others
1 Motivation							
2 Initiatives							
3 Innovation							
4 Hone the skill							

Every company’s revenue, is the key aspect of the daily action. It can be achieved, only by the healthy eco-climate of the business entity. Starting by the head, senior, lower managers flowing to each of employees. The actions of achieving is very easy. The next table showed the structured eco-climate for successful inter-connection among the colleagues.



**Discussion**

The research conducted on this subject supports the hypothesis that leadership is major driver of human resource development in LLC website builder

companies. Specifically, transformational and participative leadership styles are shown to be significantly more effective in retaining staff and enhancing employee motivation. This leadership approaches focus not only on task completion, but also personal and professional development, fostering a culture of innovation, collaboration and commitment.

One of the most common challenges faced by leaders in LLC website builder companies is lack of qualified staff in the labor market, as well as the instability of employee motivation. Addressing these challenges requires the implementation of targeted skill development programs and application of innovative motivational strategies.

The often cases, which LLC leaders faces is the unqualified staffs in the labor market and the difficulty of employee's motivation stability, in the high competitive IT business age. Approaching the above mentioned issues, by targeted skill-up programs, innovative motivational actions, will make better results in LLCs growth.

### **Conclusion**

Previous research, in the IT and web development sectors have demonstrated, that leadership has direct influence on employees' daily engagement and productivity outcomes. In the digital economy, the role of leadership becomes even more crucial. Innovation in HRM, when guided by effective leadership, contribute significant to organizational success. Companies that integrate both local and international leadership practices are better positioned to achieve top performance levels in comparison to their competitors.

The success of LLC website builder companies is closely linked to their ability to select the most suitable candidates and foster a creative approach to work processes. Many of today's major global corporations, which dominate the digital landscape, started as small family-owned entities. Their success was largely driven, by creative thinking and continuous effort to understand and respond to evolving needs and desires of their clients. These companies were not afraid to question established norms and to develop unique pathways for innovation and service delivery.

As the sample, we can take the People's Republic of China, which is reached high results of GDP, by efficiently using the management system and ahead planning of the economy growth strategy.



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