



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

GREEN ECONOMY AND DEVELOPMENT

Social, Economic, Technological, Scientific and Popular Science Journal

**2026-YIL / SENTABR /
9-SON, II-QISM**



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Bosh muharrir:

Sharipov Kongiratbay Avezimbetovich

*Elektron nashr. 2026-yil, sentabr.
II-qism*

Bosh muharrir o'rinbosari:

Karimov Norboy G'aniyevich

Muharrir:

Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Salimov Oqil Umrzoqovich, O'zbekiston Fanlar akademiyasi akademigi
Abduraxmanov Kalandar Xodjayevich, O'zbekiston Fanlar akademiyasi akademigi
Sharipov Kongiratbay Avezimbetovich, texnika fanlari doktori (DSc), professor
Rae Kvon Chung, Janubiy Koreya, TDIU faxriy professori, "Nobel" mukofoti laureati
Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari
Axmedov Durbek Kudratillayevich, iqtisodiyot fanlari doktori (DSc), professor
Axmedov Sayfullo Normatovich, iqtisodiyot fanlari doktori (DSc), professor
Abduraxmanova Gulnora Kalandarovna, iqtisodiyot fanlari doktori (DSc), professor
Kalonov Muxiddin Baxritdinovich, iqtisodiyot fanlari doktori (DSc), professor
Siddiqova Sadoqat G'afforovna, pedagogika fanlari bo'yicha falsafa doktori (PhD)
Xudoyqulov Sadirdin Karimovich, iqtisodiyot fanlari doktori (DSc), professor
Maxmudov Nosir, iqtisodiyot fanlari doktori (DSc), professor
Yuldashev Mutallib Ibragimovich, iqtisodiyot fanlari doktori (DSc), professor
Samadov Asqarjon Nishonovich, iqtisodiyot fanlari nomzodi, professor
Slizovskiy Dimitriy Yegorovich, texnika fanlari doktori (DSc), professor
Mustafakulov Sherzod Igamberdiyevich, iqtisodiyot fanlari doktori (DSc), professor
Axmedov Ikrom Akramovich, iqtisodiyot fanlari doktori (DSc), professor
Eshtayev Alisher Abdug'aniyevich, iqtisodiyot fanlari doktori (DSc), professor
Xajiyev Baxtiyor Dushaboyevich, iqtisodiyot fanlari doktori (DSc), professor
Hakimov Nazar Hakimovich, falsafa fanlari doktori (DSc), professor
Musayeva Shoirazimovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), professor
Ali Konak (Ali Ko'nak), iqtisodiyot fanlari doktori (DSc), professor (Turkiya)
Cham Tat Huei, falsafa fanlari doktori (PhD), professor (Malayziya)
Foziljonov Ibrohimjon Sotvoldixo'ja o'g'li, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dots.
Faxridinov Zafarjon Faxridin o'g'li, O'zb. Res. Bosh prokuraturasi HIJQKD boshqarma boshlig'i
Utayev Uktam Choriyevich, Anijon viloyati prokurorining o'rinbosari
Ochilov Farkhod, O'zb. Res. Bosh prokuraturasi IJQK Departamentining Namangan viloyati boshqarmasi boshlig'i
Buzrukhonov Sarvarxon Munavvarxonovich, iqtisodiyot fanlari nomzodi, dotsent
Axmedov Javohir Jamolovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
Toxirov Jaloliddin Ochil o'g'li, texnika fanlari bo'yicha falsafa doktori (PhD), katta o'qituvchi
Bobobekov Ergash Abdumalikovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), v.b. dots.
Djudi Smetana, pedagogika fanlari nomzodi, dotsent (AQSH)
Krissi Lyuis, pedagogika fanlari nomzodi, dotsent (AQSH)
Glazova Marina Viktorovna, Iqtisodiyot fanlari doktori (Moskva)
Nosirova Nargiza Jamoliddin qizi, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Sevil Piriyeva Karaman, falsafa fanlari doktori (PhD) (Turkiya)
Mirzaliyev Sanjar Makhamatjon o'g'li, TDIU ITI departamenti rahbari
Ochilov Bobur Baxtiyor o'g'li, TDIU katta o'qituvchisi
Golisheva Yelena Vyacheslavovna, Iqtisodiyot fanlari nomzodi, dotsent.
Abdukarimova Dinara Rustamxanovna, bank-moliya akademiyasi professori, DSc., professor.
Ikramov Murod Akramovich, iqtisodiyot fanlari doktori (DSc), professor
Nazarova Ra'no Rustamovna, iqtisodiyot fanlari doktori (DSc), professor



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Editorial board:

Salimov Okil Umrzokovich, Academician of the Academy of Sciences of Uzbekistan
Abdurakhmanov Kalandar Khodjayevich, Academician of the Academy of Sciences of Uzbekistan
Sharipov Kongirاتبay Avezimbetovich, Doctor of Technical Sciences (DSc), Professor
Rae Kwon Chung, South Korea, Honorary Professor at TSUE, Nobel Prize Laureate
Osman Mesten, Member of the Turkish Parliament, Head of the Turkey–Uzbekistan Friendship Society
Akhmedov Durbek Kudratillayevich, Doctor of Economic Sciences (DSc), Professor
Akhmedov Sayfullo Normatovich, Doctor of Economic Sciences (DSc), Professor
Abdurakhmanova Gulnora Kalandarovna, Doctor of Economic Sciences (DSc), Professor
Kalonov Mukhiddin Bakhridinovich, Doctor of Economic Sciences (DSc), Professor
Siddikova Sadokat Gafforovna, Doctor of Philosophy (PhD) in Pedagogical Sciences
Khudoykulov Sadirdin Karimovich, Doctor of Economic Sciences (DSc), Professor
Makhmudov Nosir, Doctor of Economic Sciences (DSc), Professor
Yuldashev Mutallib Ibragimovich, Doctor of Economic Sciences (DSc), Professor
Samadov Askarjon Nishonovich, Candidate of Economic Sciences, Professor
Slizovskiy Dmitriy Yegorovich, Doctor of Technical Sciences (DSc), Professor
Mustafakulov Sherzod Igamberdiyevich, Doctor of Economic Sciences (DSc), Professor
Akhmedov Ikrom Akramovich, Doctor of Economic Sciences (DSc), Professor
Eshtayev Alisher Abduganiyevich, Doctor of Economic Sciences (DSc), Professor
Khajiyev Bakhtiyor Dushaboyevich, Doctor of Economic Sciences (DSc), Professor
Khakimov Nazar Khakimovich, Doctor of Philosophy (DSc), Professor
Musayeva Shoira Azimovna, Doctor of Philosophy (PhD) in Economic Sciences, Professor
Ali Konak, Doctor of Economic Sciences (DSc), Professor (Turkey)
Cham Tat Huei, Doctor of Philosophy (PhD), Professor (Malaysia)
Foziljonov Ibrokhimjon Sotvoldikhoja ugli, Doctor of Philosophy (PhD) in Economic Sciences, Associate Professor
Fakhridinov Zafarjon Fakhridin ogli, Head of the DCEC under the Prosecutor General's Office of the Rep. of Uzb.
Utayev Uktam Choriyevich, Deputy Prosecutor of Anijan Region
Ochilov Farkhod, Head of the Namangan Regional Department of the Department of Internal Affairs of Rep. of Uzb.
Buzrukkhonov Sarvarkhon Munavvarkhonovich, Candidate of Economic Sciences, Associate Professor
Akhmedov Javokhir Jamolovich, Doctor of Philosophy (PhD) in Economic Sciences
Tokhirov Jaloliddin Ochil ugli, Doctor of Philosophy (PhD) in Technical Sciences, Senior Lecturer
Bobobekov Ergash Abdumalikovich, Doctor of Philosophy (PhD) in Economic Sciences, Acting Associate Professor
Judi Smetana, Candidate of Pedagogical Sciences, Associate Professor (USA)
Chrissy Lewis, Candidate of Pedagogical Sciences, Associate Professor (USA)
Glazova Marina Victorovna, Doctor of Sciences in Economics (Moscow)
Nosirova Nargiza Jamoliddin kizi, Doctor of Philosophy (PhD) in Economic Sciences, Associate Professor
Sevil Piriyea Karaman, Doctor of Philosophy (PhD) (Turkey)
Mirzaliyev Sanjar Makhamatjon ugli, Head of the Department of Scientific Research and Innovations, TSUE
Ochilov Bobur Bakhtiyor ugli, Senior lecturer at TSUI
Golisheva Yelena Vyacheslavovna, Candidate of Economic Sciences, Associate Professor.
Abdukariyeva Dinara Rustamkhanovna, Doctor of Economic Sciences (DSc), Professor
Ikramov Murod Akramovich, Doctor of Economic Sciences (DSc), Professor
Nazarova Ra'no Rustamovna, Doctor of Economic Sciences (DSc), Professor

Ekspertlar kengashi:

Berkinov Bazarbay, iqtisodiyot fanlari doktori (DSc), professor
Po'latov Baxtiyor Alimovich, texnika fanlari doktori (DSc), professor
Aliyev Bekdavat Aliyevich, falsafa fanlari doktori (DSc), professor
Isakov Janabay Yakubbayevich, iqtisodiyot fanlari doktori (DSc), professor
Xalikov Suyun Ravshanovich, iqtisodiyot fanlari nomzodi, dotsent
Rustamov Ilhomiddin, iqtisodiyot fanlari nomzodi, dotsent
Hakimov Ziyodulla Ahmadovich, iqtisodiyot fanlari doktori, dotsent
Kamilova Iroda Xusniddinovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
G'afurov Doniyor Orifovich, pedagogika fanlari bo'yicha falsafa doktori (PhD)
Fayziyev Oybek Raximovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Tuxtabayev Jamshid Sharafetdinovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Xamidova Faridaxon Abdulkarim qizi, iqtisodiyot fanlari doktori, dotsent
Yaxshiboyeva Laylo Abdisattorovna, katta o'qituvchi
Babayeva Zuhra Yuldashevna, mustaqil tadqiqotchi
Komilova Nilufar Karshiboyevna, Geografiya fanlari doktori, professori
Umirzoqov Ja'sur Artiqboy o'g'li, iqtisodiyot fanlari doktori (DSc), dotsent
Zebo Kuldasheva, iqtisodiyot fanlari doktori (DSc), dotsent

Board of Experts:

Berkinov Bazarbay, Doctor of Economic Sciences (DSc), Professor
Pulatov Bakhtiyor Alimovich, Doctor of Technical Sciences (DSc), Professor
Aliyev Bekdavat Aliyevich, Doctor of Philosophy (DSc), Professor
Isakov Janabay Yakubbayevich, Doctor of Economic Sciences (DSc), Professor
Khalikov Suyun Ravshanovich, Candidate of Economic Sciences, Associate Professor
Rustamov Ilhomiddin, Candidate of Economic Sciences, Associate Professor
Khakimov Ziyodulla Akhmadovich, Doctor of Economic Sciences, Associate Professor
Kamilova Iroda Xusniddinovna, Doctor of Philosophy (PhD) in Economics
Gafurov Doniyor Orifovich, Doctor of Philosophy (PhD) in Pedagogy
Fayziyev Oybek Raximovich, Doctor of Philosophy (PhD) in Economics, Associate Professor
Tukhtabayev Jamshid Sharafetdinovich, Doctor of Philosophy (PhD) in Economics, Associate Professor
Khamidova Faridaxon Abdulkarimovna, Doctor of Economic Sciences, Associate Professor
Yakhshiboyeva Laylo Abdisattorovna, Senior Lecturer
Babayeva Zuhra Yuldashevna, Independent Researcher
Komilova Nilufar Karshiboyevna, Doctor of Geographical Sciences, Professor
Umirzokov Jasur Artiqboy ugli, Doctor of Economic Sciences (DSc), Associate Professor
Zebo Kuldasheva, Doctor of Economic Sciences (DSc), Associate Professor

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati

Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti,
O'zbekiston Respublikasi Bosh prokuraturasi huzuridagi Iqtisodiy
jinoyatlarga qarshi kurashish departamenti

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va
taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi
336/3-sonli qarori bilan
ro'yxatdan o'tkazilgan.



MUNDARIJA

TIJORAT BANKLARIDA KREDIT RISKLARINI BAHOLASH VA MUAMMOLI KREDITLARNI BARVAQT ANIQLASHNING SUN'YI INTELLEKTGA ASOSLANGAN MENEJMENT MODELINI TAKOMILLASHTIRISHNING NAZARIY ASOSLARI	14
Alovuddin Jamolov	
YASHIL TRANSPORT: BARQAROR RIVOJLANISH UCHUN IMKONIYAT VA ISTIQBOLLAR.....	19
Quliyev Begimqul Melikovich	
SAMARQAND VILOYATIDA MAHALLIY BUDJETLARDAN FOYDALANISH ISTIQBOLLARI	25
Uzakova Kamola Bexzodovna	
O'ZBEKISTONDA EKOTURIZMNI RIVOJLANTIRISHNING ZAMONAVIY TENDENSIYALARI VA ISTIQBOLLARI	31
Xolmurodova Moxichehra Dilmurodovna	
THE IMPACT OF FOREIGN DIRECT INVESTMENT ON ECONOMIC GROWTH IN UZBEKISTAN: EVIDENCE FROM AN ARDL BOUNDS TESTING APPROACH (2000–2024)	36
Ortikov Olloberdi Muzaffar o'g'li	
Rajabova Malika	
O'ZBEKISTONDA KICHIK BIZNESNI RIVOJLANTIRISH MUAMMOLARI VA ULARNI BARTARAF ETISH MEXANIZMLARI	44
Rustamova Dildora Jamshid qizi	
THIS STUDY EXAMINES BEIJING'S EXPERIENCE IN PROMOTING CROSS-BORDER E-COMMERCE IN TASHKENT FROM THE PERSPECTIVE OF REGIONAL COOPERATION	50
Wang Jiahao	
DORI VOSITALARIGA OID AXBOROTLARNI BUXGALTERIYA HISOBI VA HISOBOTLARIDA AKS ETTIRISH USLUBIYATINI TAKOMILLASHTIRISH	58
Yodgorov Xushvakt Mansurovich	
AGROSANOAT MAJMUINI MOLIVAVIY QO'LLAB-QUVVATLASHDA JAMLANMA DARAJA VA KANALLARARO TAKRORLANISHNI O'LCHASH METODIKASI: «YASHIL» YO'NALISHLAR MISOLIDA	63
Xudaynazarov Bekzod Akramovich	
ПУТИ ПОВЫШЕНИЯ КАЧЕСТВА АКТИВОВ И СТАБИЛЬНОСТИ КРЕДИТНОГО ПОРТФЕЛЯ В КОММЕРЧЕСКИХ БАНКАХ	69
Баймуратова Зина Акилбековна	
O'ZBEKISTONDA INVESTITSIYAVIY MUHITNI YANADA RIVOJLANTIRISH VA INFLYATSIYANING SALBIY OQIBATLARINI KAMAYTIRISH YO'NALISHLARI	75
Niyozov Asad Qosimovich	
YASHIRIN IQTISODIYOTNING NAZARIY EVOLYUTSIYASI VA UNI BAHOLASHNING ZAMONAVIY ILMIY YONDASHUVLARI	80
Afenov Nursultan Nugmatillayevich	
ARTIFICIAL INTELLIGENCE AND COMPETITIVE ADVANTAGE IN HIGHER EDUCATION: OPPORTUNITIES AND CHALLENGES.....	86
Boynazarova Iroda Mahmud qizi	
GREEN BONDS IN UZBEKISTAN: OPPORTUNITIES, INSTITUTIONAL DEVELOPMENT AND BARRIERS TO SUSTAINABLE FINANCE	92
Umarova Zulaykho Tursunovna	
YASHIL INVESTITSIYALARNI JALB QILISH ORQALI BARQAROR IQTISODIY O'SISHNI TA'MINLASH MEXANIZMLARI	97
Teshayev Zafarbek Zokirovich	



RAHBARLIK LAVOZIMLARIDA XOTIN-QIZLAR ULUSHI VA MAVJUD STROTEPLAR TAHLILI	103
Abduraxmonova Feruzabonu Abduraxmon qizi	
ARTIFICIAL INTELLIGENCE AND COMPETITIVE ADVANTAGE IN HIGHER EDUCATION: OPPORTUNITIES AND CHALLENGES.....	109
Boynazarova Iroda Mahmud qizi	
KATTA HAJMLI IQTISODIY MA'LUMOTLAR (BIG DATA) SHAROITIDA EKONOMETRIK BAHOLASH USULLARINING NAZARIY TRANSFORMATSIYASI.....	115
Zarikeyeva Miyasar Maratovna	
EFFECTIVE MECHANISMS FOR MANAGING ORGANIZATIONAL ECONOMIC SUSTAINABILITY IN THE PROCESS OF JOB OPTIMIZATION.....	121
Odilov Jakhongir Akram ugli	
KICHIK BIZNES SUBYEKTLARINI BANK KREDITLARI ORQALI MOLYAVIY QO'LLAB-QUVVATLASH MEKANIZMINI TAKOMILLASHTIRISH YO'LLARI.....	128
Abdullayev Ahrorjon Akmaljon o'g'li	
ZARGARLIK XIZMATLARI BOZORINI RIVOJLANTIRISHDA PERFORMANCE MARKETINGDAN FOYDALANISH IMKONIYATLARI.....	134
Azizova Roxila Baxodir qizi	
IQTISODIYOT NAZARIYASI: NAZARIY ASOSLARDAN AMALIYOTGACHA BO'LGAN IQTISODIY JARAYONLARNI RIVOJLANTIRISH YO'LLARI	139
Xamdamiy Amriddin Xamdamiy o'g'li	
УПРАВЛЕНИЕ И ПРИНЯТИЕ РЕШЕНИЙ В УСЛОВИЯХ ЦИФРОВОЙ ТРАНСФОРМАЦИИ.....	145
Taravat Abdul Salam	
ПОВЕДЕНЧЕСКИЙ ПОДХОД В ГОСУДАРСТВЕННОМ УПРАВЛЕНИИ РАЗВИТИЕМ ПРЕДПРИНИМАТЕЛЬСТВА: ТЕОРЕТИКО-МЕТОДОЛОГИЧЕСКИЕ ОСНОВЫ И КОНЦЕПТУАЛЬНАЯ МОДЕЛЬ	152
Ikrayeva Nodira Burxon kizi	
STOCK MARKET DEVELOPMENT IN UZBEKISTAN, 2023–2026: INSTITUTIONAL REFORM, PRIVATIZATION, AND EVIDENCE FROM PRIMARY EXCHANGE MICRODATA.....	159
Alekperova Dilshodakhon	
Toshkentov Kuvonchbek	
TADBIRKORLIK SUBYEKTLARINI MOLYAVIY QO'LLAB-QUVVATLASHDA TIJORAT BANKLARINING O'RNI.....	167
Bozorov Ilyos Isomiddinovich	
TIJORAT BANKLARINING KAPITAL BAZASINI MUSTAHKAMLASHDA ZAMONAVIY MOLYAVIY INSTRUMENTLARDAN FOYDALANISHNI TAKOMILLASHTIRISH.....	173
Abduraimova Fazilat Hikmatulla qizi	
TIJORAT BANKLARI MOLYAVIY BARQARORLIGINI BAHOLASHDA YANGI KONSEPTUAL VA USLUBIY YECHIMLAR: SIRKULYAR IQTISODIYOT TAJRIBASI.....	180
Otajanova Shahnoza Shuhratovna	
BANKLARDA RISKLARNI BOSHQARISH, DAROMAD VA NATIJADORLIKNI OSHIRISH	185
Jo'rayev Bekzod Bahodir o'g'li	
INKLYUZIV TA'LIM MUHITINI TA'MINLASHDA UMUMTA'LIM MAKTABLARI MENEJMENTINI HUDUDIY KLASSTERLASH ASOSIDA OPTIMALLASHTIRISH MODEL: TASHKILIY-BOSHQARUV MEKANIZMLARI VA SAMARADORLIK KO'RSATKICHLARI	192
Rajapova Guldona Usman qizi	
FERMER XO'JALIKLARIDA MOLYAVIY NATIJALARNI BOSHQARISH SAMARADORLIGINI OSHIRISH: FOYDA SIFATI VA BARQARORLIGINI BAHOLASH YONDASHUVLARI	198
Rashidov Baxadir Yusupovich	
HUDUDLAR RAQOBATBARDOSHLIGINI OSHIRISHDA INVESTITSIALARNING ROLI.....	203
Sapayeva Fazilat Norbayevna	



ERKIN IQTISODIY ZONALARDA EKO-SANOAT PARKLARINI TASHKIL ETISH VA EKOLOGIK TADBIRKORLIKNI BAHOLASH USULLARI	207
Turg'unova Tursunoy Maratovna	
TIJORAT BANKLARIDA JISMONIY SHAXSLARNI KREDITLASHNING TASHKILIY VA HUQUQIY ASOSLARI	212
Aminova Mehriniso Erkinjonovna	
BARQAROR RIVOJLANISH (ESG) PRINSIPLARINING KOMPANIYA BRENDI QIYMATI VA JOZIBADORLIGIGA TA'SIRI	217
Dilfuza Matisakova	
RAQAMLI IQTISODIYOT SHAROITIDA MOLIVAVIY TEXNOLOGIYALARDAN FOYDALANISH ORQALI MOLIVAVIY XIZMATLAR SAMARADORLIGINI OSHIRISH	224
Raximova Lolaxon Avazovna	
MEHNAT INTIZOMINING KORXONALAR FAOLIYATINING IQTISODIY SAMARADORLIGIGA TA'SIRI.....	228
Azizova Sayyora Xamidullayevna	
MINTAQA IQTISODIYOTI BARQARORLIGINI TA'MINLASHDA TIBBIY TURIZM XIZMATLARINING EKONOMETRIK BAHOLANISHI.....	237
Yusupova Mexribon Uktamovna	
KICHIK SANOAT ZONALARIDA INVESTITSION FAOLLIKNI OSHIRISHNING RAQAMLI TASHKILIY-IQTISODIY MEXANIZMLARINI SHAKLLANTIRISH.....	245
Jo'rayev Po'latjon Komiljon o'g'li	
MAKTABGACHA TA'LIM XIZMATLARI SOHASIDA KICHIK BIZNES RAQOBATBARDOSHLIGINI SHAKLLANTIRISHNING NAZARIY-METODOLOGIK ASOSLARI.....	251
Madaminova Feruza Tursunboy qizi	
YASHIL INVESTITSIYALARNING MINTAQAVIY IQTISODIY RIVOJLANISHDAGI O'RNI VA AHAMIYATI.....	259
Raximova Shaxnoza Xamzayevna	
KICHIK BIZNES VA XUSUSIY TADBIRKORLIKNI RIVOJLANTIRISHDA TAYYOR MAHSULOTLAR EKSPORTINI RAG'BATLANTIRISHNING IQTISODIY ASOSLARI VA TA'MINOT YO'LLARI.....	263
Esanov Yusufjon Dilmurod o'g'li	
RAQAMLI IQTISODIYOT: MOHIYATI, XUSUSIYATLARI VA O'ZBEKISTONDAGI RIVOJLANISH TENDENSIYALARI	267
Sultonov Shahzod Shavkat o'g'li	
O'ZBEKISTON BANLARINIGKING YASHIL BANK MAHSULOTLARI TASHKIL QILISH MEXANIZMLARI VA ULARNING BANK IQTISODIY SAMARADORLIGINI SALBIY TA'SIR QILMAGAN HOLATDA MAHSULOTLARINING MOLIVAVIY BARQARORLIK TA'MINLASH YO'LLARI.....	275
Nuriddinov Murodjon Nuriddin o'g'li	
JAHON IQTISODIYOTINING GLOBALLASHUVI SHAROITIDA MILLIY EKSPORT SALOHIYATINI RIVOJLANTIRISHNING MARKETING MEXANIZMLARI.....	281
Jumayeva Zamira Bustonovna	
MARKAZIY OSIYO UCHUN GEOSIYOSIY RISK (GPR) INDEKSINI ISHLAB CHIQISH	285
Qodirova Laylo Otabekovna	
BIRLASHGAN ARAB AMIRLIKLARI STARTAP EKOTIZIMINI BOSHQARISH MODELI VA O'ZBEKISTON UCHUN SABOQLAR.....	289
Elmurod Sodiqov Shomurod o'g'li	
INTEGRATSIYALASHGAN HISOBOTNI SHAKLLANTIRISHNING METODOLOGIK YONDASHUVLARI.....	295
Abduvaliyev Zafar Mahmudovich	
AVTOMOBIL BUTLOVCHI QISMLAR ISHLAB CHIQARISHDA MAHALLIYLASHTIRISH VA TA'MINOT TARMOG'INI DIVERSIFIKATSIYALASH SAMARADORLIGI.....	301
Asadov Elyorbek Kandiayrovich	



INFRATUZILMA TADBIRKORLIK FAOLIYATI UCHUN ZARUR OBYEKTAR, INSTITUTLAR, RESURLAR VA XIZMATLAR MAJMU'I.....	307
Rustamov Sultonbek Bekzadovich	
TURISTIK XIZMATLAR SOHASIDA INVESTITSION JOZIBADORLIK PARADOKSLARI VA ULARNI BARTARAF ETISH MEXANIZMLARI (XORAZM VILOYATI MISOLIDA).....	315
Ollanazarov Bekmurod Davlatmurotovich	
"YASHIL" SANOAT SIYOSATINI BAHOLASHNING XUSUSIYATLARI.....	323
Ismatulloeva Madinabonu Fozil qizi	
BUDJET TASHKILOTLARIDA BUDJET MABLAG'LARI HISOBI VA ULARDAN FOYDALANISH USTIDAN ICHKI AUDITNI TAKOMILLASHTIRISH.....	330
Murtozayeva Xusnora Erkin qizi	
KORXONANING BREND EKOTIZIMINI TAKOMILLASHTIRISH.....	335
Sa'dulloyev Habibullo Ibodullo o'g'li	
AGRAR VA SANOAT TARMOQLARIDA YASHIL IQTISODIYOTGA O'TISH ORQALI YANGI ISH O'RINLARINI SHAKLLANTIRISH ISTIQBOLLARI.....	341
Bobojonov To'liqinbek Maxmud o'g'li	
O'ZBEKISTONDA SANOAT KORXONALARINING ENERGIYA TA'MINOTIDA QAYTA TIKLANUVCHI ENERGIYA MANBALARINING O'RNI VA ISTIQBOLLARI.....	347
Jo'ramurodova Feruza Mardon qizi	
RAQAMLI TRANSFORMATSIYA SHAROITIDA SANOAT KORXONALARINING MOLIYAVIY BARQARORLIGINI OSHIRISH VA INVESTITSION STRATEGIYALARNI BOSHQARISH.....	353
Nazarova Nigora Yusufovna	
RAQAMLI IQTISODIYOT SHAROITIDA OLIY TA'LIM MUASSASALARINING AKADEMIK FAOLIYATINI TRANSFORMATSIYA QILISHNING IQTISODIY-TASHKILY ASOSLARI.....	361
Raximbayev Musobek Komiljon o'g'li	
MAHALLIY BUDJET DAROMADLARINING SHAKLLANISH TENDENSIYALARI, HUDUDLARARO FISKAL TAFOVUTLAR VA HUDUDIY SOLIQ MA'MURIYATCHILIGI MUAMMOLARINING TIZIMLI TAHLILI.....	367
Azamjonov Ulug'bek Usmonjon o'g'li	
O'ZBEKISTONDA KICHIK BIZNES SUBYEKTLARINI SOLIQQA TORTISH TIZIMINING EVOLYUTSION RIVOJLANISHI VA ZAMONAVIY XUSUSIYATLARI.....	377
Erxanov Muxammadjon Absayitovich	
OZIQ-OVQAT MAHSULOTLARINI EKSPORTGA YO'NALTIRISHDA MARKETING STRATEGIYASINI ISHLAB CHIQUISH.....	382
Ilhamova Zarnigor Po'latjon qizi	
MAMLAKATIMIZDA TRANSPORT INFRATUZILMASINI RIVOJLANTIRISH CHORA-TADBIRLARI.....	386
Qo'ziboev Umarbek Ulug'bekovich	
JUFT KORRELYATSIYA VA REGRESSIYA TAHLILI YORDAMIDA INVESTITSION FAOLIYAT SAMARADORLIGINI ANIQLASH.....	390
Muxtorova Shohida Negmat qizi	
TURISTIK INNOVASION LOYIHALARNI KRAUDFANDING ASOSIDA MOLIYALASHTIRISH MODELI.....	397
Ruzibayeva Nargiza Xakimovna	
TIJORAT BANKLARIDA ICHKI AUDIT AMALLARINING NATIJADORLIGIGA TA'SIR ETUVCHI MUAMMOLAR.....	403
Yuldashev Xurshidbek Mamirjonovich	
MOLIYAVIY HISOBOTNING XALQARO STANDARTLARI ASOSIDA HISOBOTNI TUZISH VA TAQDIM ETISH HAMDA AUDITINI TAKOMILLASHTIRISH.....	408
Xalilov Bahromjon Bahodirovich	
RAQAMLI IQTISODIYOT SHAROITIDA BARQAROR IQTISODIY O'SISHNING NAZARIY ASOSLARI.....	412
Masharipova Maksuda Becnazarovna	



COOPERATION BETWEEN CREATIVE INDUSTRIES AND TOURISM SERVICES IN BUILDING A NATION BRAND: FORMS, ASYMMETRIES, AND THE MISSING INTERFACE	419
Yusupova Mokhinur Farkhod qizi	
SUVEREN FONDLARDA ESG TAMOIYILLARINI BAHOLASH: MANDAT TURIGA ASOSLANGAN DIFFERENSIAL YONDASHUV	429
Jumaniyazov Inomjon Turayevich	
СОВЕРШЕНСТВОВАНИЕ ТАРИФНОГО РЕГУЛИРОВАНИЯ ЭЛЕКТРОЭНЕРГЕТИКИ УЗБЕКИСТАНА НА ОСНОВЕ РАСПРЕДЕЛЕНИЯ ЗАТРАТ И ЦЕНОВЫХ СИГНАЛОВ	438
Аллаева Гульчехра Жалгасовна	
BOZOR SHAROITIDA KADRLAR TAYYORLASH TA'LIM TIZIMINI BOSHQARISH JARAYONINI RIVOJLANTIRILISHI	447
Temirova Shalola Erkinovna	
COMPARATIVE DYNAMICS OF AGRICULTURAL SUPPORT AND GREEN TRANSFORMATION: EVIDENCE FROM FOUR COUNTRIES	452
Abduraimov Abdunabi	
SOLIQ MEXANIZMINI RAQAMLI TRANSFORMATSIYA QILISHNING INSTITUTIONAL ASOSLARI	460
To'laganova Feruza Xamidulla qizi	
TADBIRKORLIK SUBYEKTLARIDA BOSHQARUV DARAJASINI MOLIYAVIY NATIJADAN MUSTAQIL BAHOLASH USLUBIYOTI	467
Axmadjanov Abrorbek Akbarjon o'g'li	
RAQAMLI TRANSFORMATSIYA JARAYONIDA YOSHLARNING INNOVATSION ISH BILAN BANDLIGINI TARTIBGA SOLISHNING MAZMUNI VA AHAMIYATI	473
Bozorova Guljaxon Otabek qizi	
OZIQ-OVQAT MAHSULOTLARI NARXLARINING SHAKLLANISHI: INFLYATSION OMILLAR VA ULARNING AHOLI TURMUSH DARAJASIGA TA'SIRI	479
Xakimov Rashid	
PROSPECTS FOR PROMOTING UZBEKISTAN'S TOURISM BRAND IN THE INTERNATIONAL MARKET THROUGH ELEMENTS OF NATIONAL FASHION	485
Yusupova Mokhinur Farkhod qizi	
O'ZBEKISTON SUVEREN KREDIT REYTINGIDA DAVLAT QARZI BARQARORLIGINING O'RNINI	494
Mamadaliyev Poziljon Mansurjon o'g'li	
INVESTITSIYA LOYIHALARINI MOLIYALASHTIRISHDA MOLIYAVIY RISKLARNI BAHOLASH METODOLOGIYASINI TAKOMILLASHTIRISH	505
Karimov Shamsiddin Akram o'g'li	
O'ZBEKISTON RESPUBLIKASIDA SOLIQ DUE DILIGENCE'NI QO'LLASH ISTIQBOLLARI	512
Muydinov Erkin Jamaldinovich	
O'ZBEKISTONDA ELEKTRON SAVDO XIZMATLARINING HOZIRGI HOLATI VA ULARNI RIVOJLANTIRISH ISTIQBOLLARI	519
Ulugmurodov Farxod Faxriddinovich	
XORAZM VILOYATIDA ISTE'MOL TOVARLARI BOZORINING MARKETING TAHLILI	525
Yo'ldoshev Suxrob Urinboy o'g'li	
РАЗВИТИЕ СТРАТЕГИЧЕСКОГО УПРАВЛЕНИЯ ПРЕДПРИЯТИЯМИ НА ОСНОВЕ ТЕХНОЛОГИЙ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА	531
Мирзаева Азизахон Шерзодовна	
DAVLAT TIBBIYOT TASHKILOTLARIDA BUXGALTERIYA HISOBINING USLUBIY MUAMMOLARI	537
Kuliboyev Azamat Shonazarovich	
THEORETICAL APPROACHES TO THE FORMATION OF A MARKETING MECHANISM FOR PROMOTING EDUCATIONAL SERVICES	548
Shuhrat Bahodir o'g'li Umarov	



THEORETICAL APPROACHES TO THE FORMATION OF A MARKETING MECHANISM FOR PROMOTING EDUCATIONAL SERVICES

Shuhrat Bahodir o'g'li Umarov
Independent Researcher

Abstract. Reviews of theoretical approaches to marketing in higher education commonly conclude by summarising the principal approaches. This article extends this perspective by empirically examining their predictions. Five approaches are considered, together with the prediction each makes regarding the composition of promotional communication, and these predictions are examined using data from twenty anonymised higher education institutions in Uzbekistan. The principal discriminating construct is evidence distance, introduced here as the number of steps separating the marketing unit from the graduate outcome data required to formulate a claim that a prospective student can independently verify.

The marketing mix approach, which treats promotion as a controllable decision variable, predicts that claim composition is associated with promotional budget and staffing. The empirical results provide limited support for this prediction. The coefficient on log promotional budget declines from 10.336, with a t-statistic of 2.99, to 0.604, with a t-statistic of 0.43, once evidence distance is introduced into the specification. Marketing staff also shows no statistically significant association, with a coefficient of -4.330 and a t-statistic of -0.60.

By contrast, the capabilities approach, which proposes that an organisation's market activities are constrained by its capacity to sense and access relevant information internally, predicts that claim composition is associated with access to evidence. The results are consistent with this prediction: evidence distance has a coefficient of -13.018, with a t-statistic of -12.15, while R^2 increases from 0.332 to 0.931. The verifiable-claim share declines monotonically from 69.5 to 14.0 per cent across the five levels of evidence distance, while enrolment yield declines from 93.0 to 48.5 per cent.

A second finding was not explicitly predicted by the approaches examined. Claims published per staff member increase from 16.6 to 24.3 along the same evidence-distance scale. This pattern suggests that marketing units with more limited access to relevant evidence may maintain or increase the volume of promotional communication even as the share of verifiable claims declines. Fourteen of the twenty institutions are positioned at an evidence distance of three or more, and each additional step in evidence distance is associated with an estimated 10.15-percentage-point difference in enrolment yield.

Keywords: marketing mechanism; educational services; evidence distance; market-driven capabilities; signalling; higher education promotion; Uzbekistan.

Annotatsiya. Oliy ta'lim marketingiga oid nazariy yondashuvlar sharhi odatda asosiy yondashuvlarni umumlashtirish bilan yakunlanadi. Ushbu maqolada mazkur yondashuv ularning prognozlarini empirik jihatdan tekshirish orqali kengaytiriladi. Beshta yondashuv hamda ularning har biri ilgari suradigan reklama-targ'ibot kommunikatsiyalari tarkibiga oid prognozlar ko'rib chiqilib, ushbu prognozlar O'zbekistondagi anonimlashtirilgan yigirmata oliy ta'lim muassasasi ma'lumotlari asosida tahlil qilindi. Asosiy farqlovchi konstrukt sifatida dalillarga masofa (evidence distance) tushunchasi taklif etildi. U marketing bo'linmasini bo'lajak talaba mustaqil ravishda tekshira oladigan da'voni shakllantirish uchun zarur bo'lgan bitiruvchilar natijalariga oid ma'lumotlardan ajratib turuvchi bosqichlar soni sifatida belgilanadi.

Targ'ibotni boshqariladigan qaror o'zgaruvchisi sifatida talqin qiluvchi marketing-miks yondashuviga ko'ra, reklama-targ'ibot da'volarining tarkibi targ'ibot budjeti va xodimlar soni bilan bog'liq bo'lishi kutiladi. Empirik natijalar ushbu prognozni cheklangan darajada qo'llab-quvvatlaydi. Targ'ibot budjeti logarifmining koeffitsiyenti dalillarga masofa modelga kiritilgach, t-statistikasi 2.99 bo'lgan 10.336 dan t-statistikasi 0.43 bo'lgan 0.604 gacha pasayadi. Marketing xodimlari soni ham statistik jihatdan ahamiyatli bog'liqlikni ko'rsatmaydi: koeffitsiyent -4.330, t-statistika esa -0.60 ni tashkil etadi.

Bundan farqli ravishda, tashkilotning bozordagi faoliyati uning tegishli axborotni ichki muhitda aniqlash va undan foydalanish salohiyati bilan cheklanishini nazarda tutuvchi salohiyatlar yondashuvi reklama-targ'ibot da'volari tarkibi dalillardan foydalanish imkoniyati bilan bog'liq bo'lishini prognoz qiladi. Natijalar ushbu prognozga mos keladi: dalillarga masofa koeffitsiyenti -13.018 ni, t-statistikasi -12.15 ni tashkil etadi, R^2 esa



0.332 dan 0.931 gacha oshadi. Tekshiriladigan da'volar ulushi dalillarga masofaning beshta darajasi bo'yicha izchil ravishda 69.5 foizdan 14.0 foizgacha kamayadi, qabul samaradorligi esa 93.0 foizdan 48.5 foizgacha pasayadi.

Ikkinchi natija ko'rib chiqilgan yondashuvlarning hech birida bevosita prognoz qilinmagan. Bir marketing xodimiga to'g'ri keladigan e'lon qilingan da'volar soni ayni dalillarga masofa shkalasi bo'yicha 16.6 tadan 24.3 tagacha oshadi. Ushbu holat tegishli dalillardan foydalanish imkoniyati cheklangan marketing bo'linmalari tekshiriladigan da'volar ulushi kamaygan sharoitda ham reklama-targ'ibot kommunikatsiyalari hajmini saqlab qolishi yoki oshirishi mumkinligini ko'rsatadi. Yigirmata oliy ta'lim muassasasining o'n to'rttasi dalillarga masofaning uchinchi yoki undan yuqori darajasida joylashgan bo'lib, dalillarga masofadagi har bir qo'shimcha bosqich qabul samaradorligidagi taxminan 10.15 foiz punktlilik farq bilan bog'liq.

Kalit so'zlar: marketing mexanizmi; ta'lim xizmatlari; dalillarga masofa; bozorga yo'naltirilgan salohiyatlar; signallash; oliy ta'limni targ'ib qilish; O'zbekiston.

Аннотация. Обзоры теоретических подходов к маркетингу в сфере высшего образования обычно завершаются обобщением основных подходов. В данной статье этот подход расширяется посредством эмпирической проверки их прогнозов. Рассматриваются пять подходов и сформулированные в рамках каждого из них прогнозы относительно структуры рекламно-информационных коммуникаций, которые анализируются на основе данных двадцати анонимизированных высших учебных заведений Узбекистана. В качестве основного дифференцирующего конструкта вводится понятие дистанции до доказательств (evidence distance), определяемой как количество этапов, отделяющих маркетинговое подразделение от данных о результатах выпускников, необходимых для формулирования утверждения, которое потенциальный студент может самостоятельно проверить.

Подход маркетинг-микс, рассматривающий продвижение как управляемую переменную принятия решений, предполагает, что структура рекламно-информационных утверждений связана с бюджетом на продвижение и численностью персонала. Эмпирические результаты обеспечивают ограниченную поддержку данного предположения. После включения дистанции до доказательств в спецификацию коэффициент при логарифме бюджета на продвижение снижается с 10.336 при t-статистике 2.99 до 0.604 при t-статистике 0.43. Численность маркетингового персонала также не демонстрирует статистически значимой связи: коэффициент составляет -4.330 при t-статистике -0.60.

В отличие от этого, подход, основанный на организационных способностях и предполагающий, что деятельность организации на рынке ограничивается её способностью выявлять соответствующую информацию и получать к ней доступ внутри организации, прогнозирует связь структуры рекламно-информационных утверждений с доступом к доказательствам. Результаты согласуются с данным прогнозом: коэффициент дистанции до доказательств составляет -13.018 при t-статистике -12.15, а R^2 увеличивается с 0.332 до 0.931. Доля проверяемых утверждений последовательно снижается с 69.5 до 14.0 процента по пяти уровням дистанции до доказательств, тогда как конверсия предложений о зачислении в фактическое зачисление снижается с 93.0 до 48.5 процента.

Второй результат не был непосредственно предсказан ни одним из рассмотренных подходов. Количество публикуемых утверждений в расчёте на одного сотрудника увеличивается с 16.6 до 24.3 по той же шкале дистанции до доказательств. Данная закономерность указывает на то, что маркетинговые подразделения с более ограниченным доступом к релевантным доказательствам могут сохранять или увеличивать объём рекламно-информационных коммуникаций даже при снижении доли проверяемых утверждений. Четырнадцать из двадцати высших учебных заведений находятся на третьем или более высоком уровне дистанции до доказательств, а каждый дополнительный уровень дистанции связан с оценочной разницей в конверсии предложений о зачислении в размере 10.15 процентного пункта.

Ключевые слова: маркетинговый механизм; образовательные услуги; дистанция до доказательств; рыночно-ориентированные способности; сигнализирование; продвижение высшего образования; Узбекистан.

INTRODUCTION

A companion study established that a substantial proportion of promotional claims in Uzbek higher education are difficult to verify independently, that only nine per cent can be verified by prospective students before enrolment, and that the relatively small share of verifiable claims is strongly associated with whether an offer is converted into enrolment [1]. This finding raises an important question that the previous study did not address: why do higher education institutions communicate in this way?

Two explanations can be considered, and they lead to different implications. The first is strategic. From this perspective, institutions may choose claims that are difficult to verify because such claims can present



institutional attributes favourably, are commonly used across the market, and are less susceptible to immediate independent verification. Under this explanation, the composition of promotional communication is primarily a strategic decision made within the institution, influenced by those responsible for marketing resources and activities, and potentially adjustable through changes in communication strategy.

The second explanation is structural. From this perspective, institutions may rely on claims that are difficult to verify because more readily verifiable claims require data to which the marketing unit may have limited access. For example, a claim that ninety-one per cent of the previous year's graduates were employed within six months is independently verifiable and provides prospective students with concrete information for evaluating an institution. Formulating such a claim, however, requires a graduate-tracking system, access to the resulting data, and an established mechanism for information exchange between the relevant institutional units. Where these arrangements are not in place, changes in communication strategy alone may be insufficient to produce a corresponding change in the composition of promotional communication.

This distinction is not merely descriptive. It corresponds to an important division within the theoretical literature on marketing mechanisms: between approaches that treat promotion as a controllable element of the marketing mix and approaches that view market behaviour as constrained by organisational capabilities. This article examines five such approaches, specifies the prediction that each makes regarding the composition of promotional claims, and evaluates these predictions using data from twenty higher education institutions.

To distinguish between these explanations, this article introduces the construct of evidence distance, defined as the number of steps separating the marketing unit from the graduate outcome data required to formulate a verifiable claim. Evidence distance ranges from one, where the marketing unit directly holds the relevant data, to five, where such data are not collected within the institution.

The contribution of the study is threefold. First, the article moves beyond a descriptive review of theoretical approaches by deriving empirically testable predictions from them and examining these predictions using institutional data. Second, it investigates the mechanism associated with the composition of promotional claims documented in the companion study, with the results indicating that informational and organisational factors play an important role alongside strategic considerations. Third, it identifies an additional pattern not explicitly predicted by the approaches examined: institutions with greater evidence distance publish more claims per marketing staff member rather than fewer.

Section 2 presents the five theoretical approaches and their predictions. Section 3 describes the panel, variables, and analytical constructs. Section 4 presents and discusses the empirical tests of the predictions. Section 5 concludes the article.

LITERATURE REVIEW

The marketing mix tradition originates in Borden's formulation and McCarthy's four-element framework and was subsequently extended by Booms and Bitner to seven elements for services through the addition of people, process, and physical evidence [4-5]. A central assumption of this approach is that the elements of the marketing mix constitute decision variables that can be managed by the marketer and combined into an integrated marketing programme.

In higher education, the marketing mix has been widely applied in the practice-oriented literature. Maringe examined university and course choice explicitly from a marketing perspective [14], while Ivy's work on the higher education marketing mix proposed a modified set of elements adapted to the characteristics of the sector [12].

The prediction derived from this approach is specific and testable. If promotion is treated as a controllable element of the marketing mix, the composition of an institution's promotional communication should be associated with the resources allocated to that activity, since these resources provide part of the means through which promotional decisions are implemented. Institutions with larger promotional budgets and marketing teams may therefore have greater capacity to shape the composition of their promotional claims according to their communication objectives. Under this approach, promotional budget and marketing staffing are consequently expected to account for variation in claim composition.

Berry introduced relationship marketing as an alternative emphasis within services marketing, while Grönroos subsequently developed the concept as part of a broader shift from transaction-oriented to relationship-oriented marketing [3, 9]. This approach emphasises the creation and maintenance of value through continuing relationships rather than through discrete exchanges alone.

Its principal implications concern areas such as retention, referrals, and alumni relationships rather than the composition of recruitment-oriented promotional claims. Because the present panel does not measure these relationship outcomes, the predictions of this approach cannot be directly evaluated using the available



data. Relationship marketing is therefore included to provide theoretical completeness but is not subjected to empirical testing in the present analysis.

Vargo and Lusch reframed exchange in terms of the application of competences, with value understood as being co-created by providers and beneficiaries rather than embedded solely in an output [17]. This perspective is consistent with the credence-based interpretation developed in the companion study, since outcomes that are co-created by the institution and the student may be difficult to attribute exclusively to the provider.

However, service-dominant logic does not generate a sufficiently differentiated prediction regarding the composition of promotional claims that can be tested with the variables available in the present panel. Accordingly, as with relationship marketing, it is included as part of the theoretical framework but is not directly evaluated empirically in this study.

Spence's signalling model establishes conditions under which signals can convey information about otherwise difficult-to-observe characteristics [15]. Akerlof's analysis of markets characterised by uncertainty about quality demonstrates the informational difficulties that arise when quality cannot be directly observed [1], while Kirmani and Rao examine the conditions under which unobservable quality can be communicated through credible signals [13].

Applied to the present context, the signalling perspective predicts that more informative promotional communication should contain claims that are comparatively difficult to reproduce credibly without corresponding supporting evidence—that is, claims that prospective students can independently verify. The companion study examined this relationship and found that the verifiable-claim share was positively associated with enrolment yield, with an estimated coefficient of 0.0078 per percentage point and a t-statistic of 12.90 [1]. The present article takes this empirical relationship as its starting point and examines the factors associated with institutions' capacity to supply such verifiable claims.

Day's account of market-driven organisations identifies market sensing and customer linking among the capabilities that distinguish market-oriented organisations, with market sensing referring to the capacity to gather, interpret, and use relevant market information [7]. Barney's resource-based view provides a broader theoretical foundation for understanding the role of organisational resources and capabilities [2], while Teece, Pisano, and Shuen extend this perspective through the concept of dynamic capabilities [16].

The prediction derived from this approach provides a direct alternative to that of the marketing mix approach. If market behaviour is constrained by organisational capabilities, the composition of an institution's promotional communication should be associated with its internal access to relevant evidence rather than primarily with the size of its promotional budget. In particular, limited access to graduate outcome data may restrict an institution's ability to formulate independently verifiable claims about graduate outcomes, even when substantial resources are allocated to promotional activity.

Table 1 summarises the theoretical approaches and presents their predictions in the form in which they are evaluated empirically.

Table 1

Theoretical Approaches and Their Predictions About Claim Composition¹

Approach	Core assumption	Prediction about verifiable claim share	Testable here
Marketing mix	Promotion is a controlled decision variable	Follows promotional budget and marketing staff	Yes
Relationship marketing	Value accrues through continuing relations	Concerns retention and referral, not recruitment claims	No
Service-dominant logic	Value is co-created, not embedded in output	No differential prediction on claim composition	No
Signalling	Credible signals must be hard to imitate	Verifiable claims govern the commitment decision	Tested in [1]
Market-driven capabilities	Market behaviour is bounded by internal sensing	Follows internal access to evidence, not budget	Yes

Two of the five approaches do not generate sufficiently differentiated predictions that can be evaluated using the variables available in the present panel and are therefore not directly tested. The empirical analysis focuses primarily on comparing the predictions derived from the marketing mix approach with those derived from the market-driven capabilities approach, while taking the signalling relationship established in the companion study as a starting point.

¹ Author's development



The higher education marketing literature reviewed by Hemsley-Brown and Oplatka [10] documents a substantial body of research on marketing practices and approaches while also identifying a need for further empirical development in the field. In particular, limited attention has been given to directly comparing alternative theoretical explanations of the composition of higher education promotional communication. The role of an institution's internal access to evidence, relative to its marketing resources, in shaping the types of promotional claims it is able to formulate also remains insufficiently examined. This article addresses this gap by introducing a systematic measure of internal access to relevant evidence and examining whether variation in that measure is associated with claim composition after marketing resources are taken into account.

RESEARCH METHODOLOGY

The panel comprises the same twenty anonymised higher education institutions in Uzbekistan examined in the companion study, including national universities, sectoral institutes, regional universities, branch campuses of foreign universities, and private higher education institutions. Table 2 presents the additional variables introduced in the present analysis.

Table 2
Variables and Their Construction²

Variable	Construction
Evidence distance	Steps between the marketing unit and graduate outcome data, 1 to 5, defined in 3.2
Graduate tracking system	Whether a systematic graduate outcome tracking arrangement exists
Marketing staff	Full time equivalent staff in the recruitment communication function
Claims published	Distinct promotional claims published in the admission year
Claim productivity	Claims published per marketing staff member
Verifiable claim share	Share of claims a student can check, from [1]
Promotional spend	Annual recruitment communication expenditure, million UZS
Enrolment yield	Enrolments divided by offers, from [1]

Evidence distance measures the number of steps separating a marketing unit from access to data on graduate outcomes.

A score of 1 indicates that the marketing unit holds the relevant data directly, either through a tracking function located within the unit or through one that reports directly to it. A score of 2 indicates that the data can be obtained through a single request to another institutional unit under an established information-sharing arrangement. A score of 3 indicates that two or more requests are required and that no standing arrangement exists, such that access depends on case-specific cooperation between institutional units. A score of 4 indicates that the underlying records exist but are not systematically compiled into graduate outcome statistics within the institution. A score of 5 indicates that graduate outcome data are not collected within the institution.

The construct measures access to evidence rather than an institution's willingness to disclose it. An institution with a score of 4 or 5 may have limited capacity to formulate a verifiable graduate outcome claim even when there is an intention to communicate such information, because the required outcome statistics are either not compiled or not collected within the organisation.

The two dimensions of promotional output are reported separately throughout the analysis. Claim quality is measured by the verifiable-claim share. Claim volume is measured by the number of claims published per year, while claim productivity is calculated as the number of claims published per year divided by the number of marketing staff.

Separating these measures makes it possible to identify the contrasting pattern examined in Section 4.4. Because claim quality and claim volume move in different directions as evidence distance increases, combining them into a single measure of promotional output could obscure the distinct relationships between evidence distance and each dimension.

Two sequential regression specifications, referred to as estimation ladders, are estimated using ordinary least squares (OLS). The claim-quality ladder first regresses the verifiable-claim share on log promotional budget. Evidence distance, the graduate-tracking-system indicator, and log marketing staff are then introduced sequentially. This ordering is deliberate: the variable derived from the marketing mix approach is entered first

² Author's development



on its own, allowing its association with claim quality to be examined before variables representing access to evidence and organisational characteristics are introduced.

The claim-volume ladder regresses log claims published on log promotional budget, then adds log marketing staff, followed by evidence distance.

Concentration is measured using the Herfindahl–Hirschman Index (HHI), the Gini coefficient, and the top-five share [8, 11]. Group differences are evaluated using the Welch statistic [18]. Given the sample size of twenty institutions and the observational nature of the data, the estimated relationships are interpreted as associations rather than causal effects [6]. Alternative explanations and the principal limitations of the empirical design are considered explicitly in Section 4.6.

ANALYSIS AND RESULTS

The twenty higher education institutions in the panel published a total of 1,860 distinct promotional claims during the admission year, of which 737, or 39.6 per cent, were classified within the verifiable categories. Table 3 presents the institutional panel together with the measures of evidence access and marketing output.

Table 3
Institutions, Evidence Access, and Marketing Output³

Institution	Evidence distance	Tracking system	Staff FTE	Claims per year	Claims per FTE	Verifiable share	Yield
U01 National	3	Yes	14	240	17.1	38%	66%
U02 National	2	Yes	11	190	17.3	45%	78%
U03 Technical	3	Yes	9	160	17.8	41%	72%
U04 Branch	1	Yes	8	130	16.3	71%	91%
U05 Private	4	No	7	145	20.7	28%	58%
U06 Medical	2	Yes	6	120	20.0	62%	89%
U07 Economics	3	No	6	125	20.8	31%	69%
U08 Pedagogical	3	Yes	5	100	20.0	40%	66%
U09 Branch	1	Yes	5	85	17.0	68%	95%
U10 Agrarian	4	No	4	90	22.5	27%	60%
U11 Private	4	No	4	80	20.0	24%	64%
U12 Regional	4	No	3	70	23.3	22%	55%
U13 Arts	2	Yes	3	55	18.3	49%	81%
U14 Regional	4	No	3	65	21.7	19%	58%
U15 Private	5	No	2	50	25.0	17%	49%
U16 Regional	2	Yes	2	45	22.5	44%	69%
U17 Institute	3	No	2	38	19.0	38%	72%
U18 Institute	5	No	1	30	30.0	14%	53%
U19 Regional	5	No	1	24	24.0	13%	44%
U20 Institute	5	No	1	18	18.0	12%	48%

Fourteen of the twenty institutions are positioned at an evidence distance of three or more. This indicates that, in fourteen cases, formulating a verifiable graduate outcome claim would require either case-specific coordination between institutional units or the establishment of a data-collection or compilation function that is not currently in place.

The concentration measures provide additional evidence that is not captured by the regression ladders. All promotional claims are distributed across institutions with a Gini coefficient of 0.3410 and a top-five share of 46.5 per cent, whereas verifiable claims have a Gini coefficient of 0.4482 and a top-five share of 55.5 per cent. Thus, verifiable promotional communication is more concentrated across institutions than promotional

3 Author's development



communication as a whole. This pattern is consistent with the evidence-access explanation: the institutional capacity to formulate independently verifiable claims appears to be less widely distributed than the capacity to produce promotional communication in general (Figure 1).

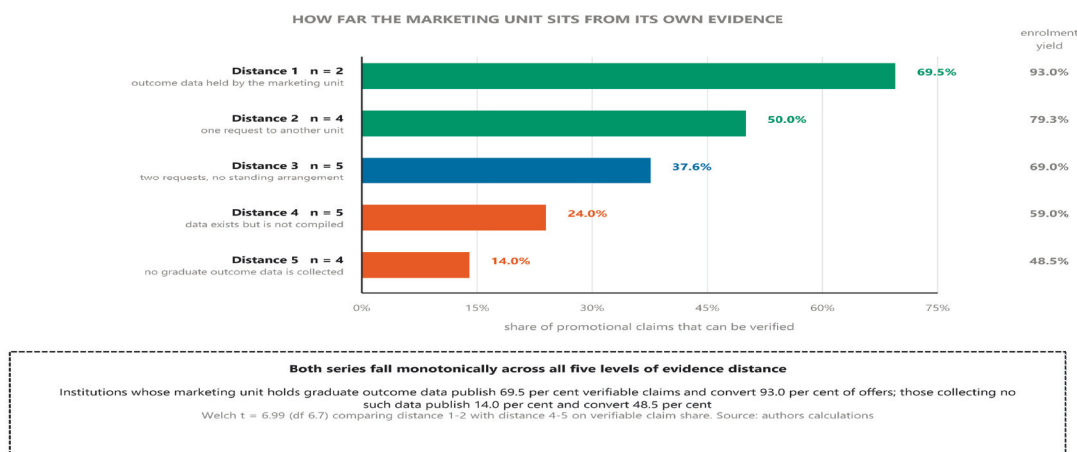


Figure 1. Verifiable claim share by evidence distance group, with mean enrolment yield shown at the right⁴

Both series exhibit a monotonic pattern across all five levels of evidence distance. The verifiable-claim share declines from 69.5 per cent at the first level to 50.0, 37.6, 24.0, and 14.0 per cent at successive levels. Enrolment yield follows a similar pattern, declining from 93.0 per cent to 79.3, 69.0, 59.0, and 48.5 per cent. A comparison of the two lowest evidence-distance levels with the two highest shows mean verifiable-claim shares of 56.5 per cent and 19.6 per cent, respectively, with a Welch statistic of 6.99 and 6.7 degrees of freedom.

The monotonic pattern across all five levels provides additional information beyond a comparison of the groups at the lower and higher ends of the evidence-distance scale, because the observed relationship is distributed across successive levels rather than being attributable solely to a single extreme group. Importantly, this pattern is not mechanically imposed by the construction of the evidence-distance measure. Evidence-distance scores were assigned on the basis of institutional administrative arrangements, without reference to the outcome variables used in the subsequent analysis. The observed monotonic relationships therefore emerge from the empirical data rather than from the coding rule itself.

Table 4 presents the sequential regression specifications for claim quality.

Table 4
Claim-Quality Ladder: Dependent Variable = Verifiable-Claim Share (n = 20)⁵

	Q1	Q2	Q3	Q4
log promotional budget	10.336 (3.459)	0.604 (1.396)	0.419 (1.430)	3.664 (5.568)
	t = 2.99	t = 0.43	t = 0.29	t = 0.66
Evidence distance		-13.018 (1.071)	-12.079 (1.598)	-12.214 (1.646)
		t = -12.15	t = -7.56	t = -7.42
Graduate tracking system			3.161 (3.954)	3.223 (4.036)
			t = 0.80	t = 0.80
log marketing staff				-4.330 (7.170)
				t = -0.60
R ²	0.332	0.931	0.934	0.935
Adjusted R ²	0.294	0.923	0.921	0.918

⁴ Author's development

⁵ Author's development



Specification Q1 examines the association predicted by the marketing mix approach before evidence distance and the additional organisational variables are introduced. In this specification, promotional budget is positively and statistically significantly associated with the verifiable-claim share, with an estimated coefficient of 10.336 and a t-statistic of 2.99. Thus, a one-unit increase in log promotional budget is associated with an estimated 10.336-percentage-point increase in the verifiable-claim share.

However, this association changes substantially once evidence distance is introduced in Q2. The coefficient on promotional budget declines to 0.604, with a t-statistic of 0.43, and is no longer statistically significant. By contrast, evidence distance has an estimated coefficient of -13.018 , with a t-statistic of -12.15 , while R^2 increases substantially from 0.332 to 0.931. The coefficient on promotional budget remains statistically insignificant in specifications Q3 and Q4. In Q4, marketing staff, representing the second resource-related variable associated with the marketing mix approach, has an estimated coefficient of -4.330 and a t-statistic of -0.60 and is likewise not statistically significant (Figure 2).

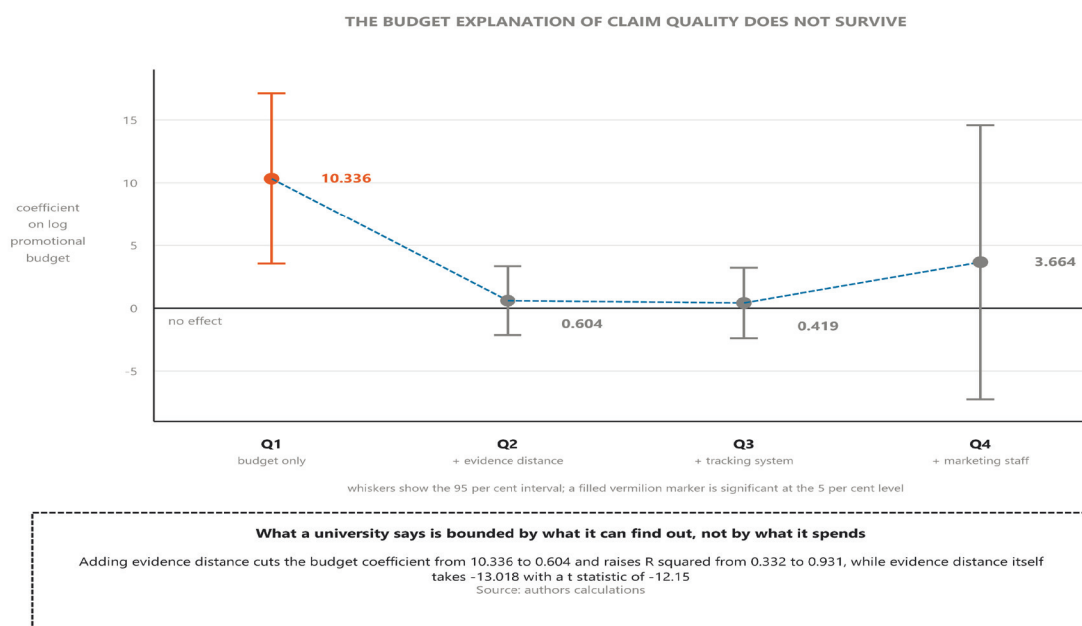


Figure 2. The coefficient on log promotional budget across the four specifications of the claim quality ladder, with 95 per cent intervals⁶

The change in the promotional-budget coefficient can be interpreted in light of the correlations among the explanatory variables. Promotional budget and evidence distance have a correlation coefficient of -0.574 , indicating that institutions with larger promotional budgets also tend to have shorter evidence distances. Consequently, the association attributed to promotional budget in Q1 may partly reflect its correlation with evidence access. The sequential specifications help distinguish these relationships by introducing evidence distance alongside promotional budget.

The graduate-tracking-system indicator has an estimated coefficient of 3.161, with a t-statistic of 0.80, and is not statistically significant in this specification. It is also strongly negatively correlated with evidence distance, with a correlation coefficient of -0.818 . This high correlation makes it difficult to distinguish the separate associations of the binary tracking indicator and the more granular evidence-distance measure within the same specification. The coefficient on the tracking-system indicator should therefore be interpreted with caution.

Taken together, the results provide limited support for the prediction derived from the marketing mix approach that claim composition is primarily associated with the resources allocated to promotion. By contrast, the results are consistent with the prediction derived from the market-driven capabilities approach that claim composition is closely associated with an institution's internal access to relevant evidence. In substantive terms, the findings suggest that the composition of an institution's promotional communication is related not only to the resources devoted to marketing but also to its capacity to access and use information about its own graduate outcomes.

Table 5 presents the sequential regression specifications for claim volume.

⁶ Author's development



Table 5
Claim-Volume Ladder: Dependent Variable = Log Claims Published ($n = 20$)⁷

	C1	C2	C3
log promotional budget	0.701 (0.021)	0.458 (0.081)	0.441 (0.057)
	$t = 33.75$	$t = 5.69$	$t = 7.68$
log marketing staff		0.312 (0.101)	0.382 (0.074)
		$t = 3.08$	$t = 5.16$
Evidence distance			0.049 (0.012)
			$t = 4.20$
R ²	0.984	0.990	0.995
Adjusted R ²	0.984	0.989	0.994

Claim volume exhibits a pattern consistent with the prediction derived from the marketing mix approach. Promotional budget is strongly positively associated with claim volume, with an estimated coefficient of 0.701, a t -statistic of 33.75, and an R^2 of 0.984 in the initial specification. The addition of marketing staff yields a positive coefficient of 0.312, indicating that staffing provides additional explanatory information beyond promotional budget. These results suggest that the volume of promotional communication is closely associated with the resources allocated to marketing activity.

The third coefficient reveals an additional pattern not explicitly predicted by the theoretical approaches considered above. Evidence distance enters positively, with an estimated coefficient of 0.049 and a t -statistic of 4.20. Conditional on promotional budget and marketing staff, greater evidence distance is therefore associated with a higher volume of published claims rather than a lower one (Figure 3).

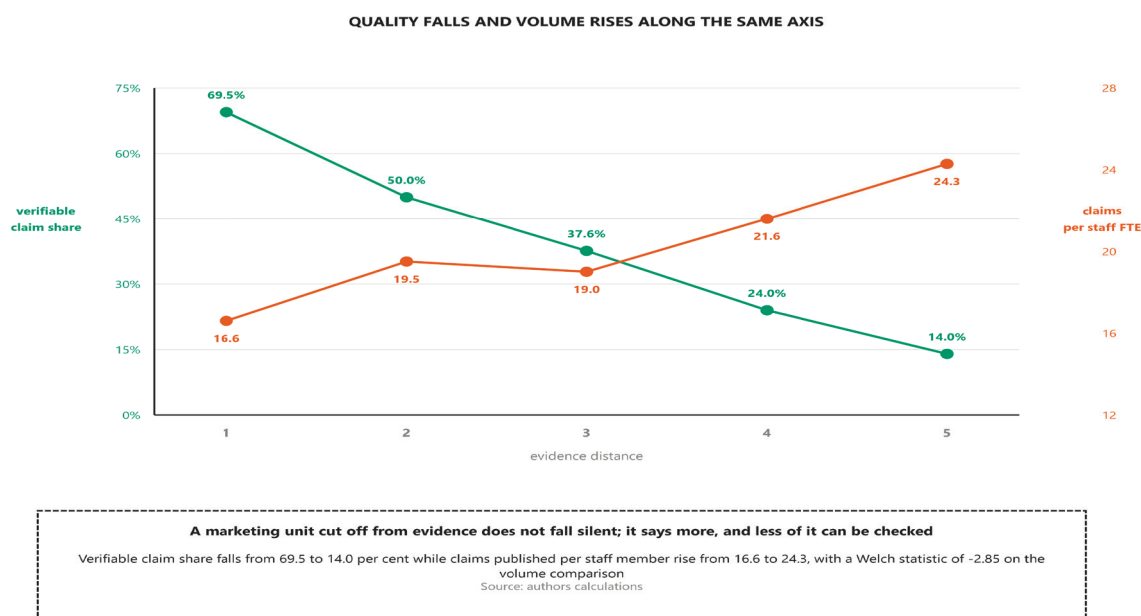


Figure 3. Verifiable claim share and claims published per staff member, both against evidence distance⁸

The group comparison reveals a similar pattern without conditioning on promotional budget and marketing staff. Claims published per staff member are 16.6, 19.5, 19.0, 21.6, and 24.3 across the five successive levels of evidence distance. Comparing the two lowest evidence-distance levels with the two highest gives mean values of 18.6 and 22.8 claims per staff member, respectively, with a Welch statistic of -2.85 and 13.0 degrees of freedom.

Marketing units with more limited access to relevant evidence do not appear to reduce the volume of their promotional communication. Instead, the observed pattern combines a higher number of claims per staff

⁷ Author's development

⁸ Author's development



member with a lower verifiable-claim share as evidence distance increases. This pattern is consistent with a possible substitution between claim volume and verifiability, although the observational design does not establish that such substitution is a deliberate organisational response. It is also compatible with the signalling perspective insofar as claims requiring less supporting evidence may face fewer informational constraints on their production. However, none of the theoretical approaches reviewed in Section 2 explicitly predicts this joint pattern. It is therefore reported as an additional empirical finding rather than as confirmation of a pre-specified theoretical prediction (Figure 4).

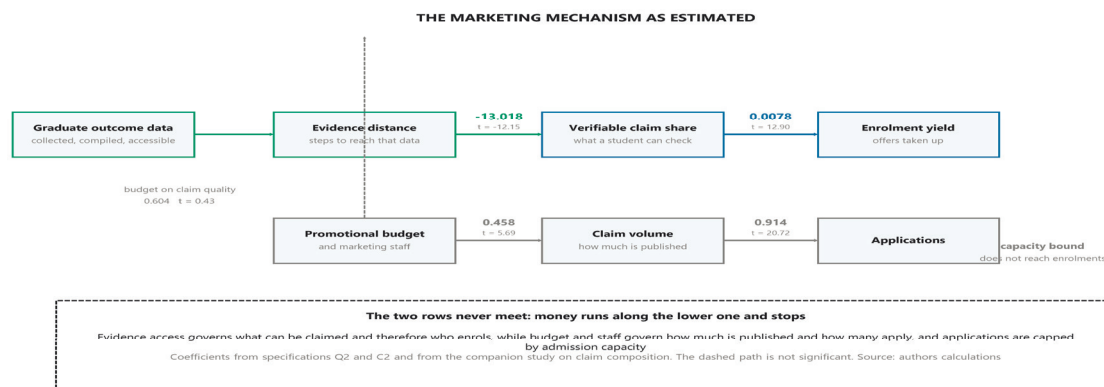


Figure 4. The marketing mechanism as estimated. The upper row carries claim quality to enrolment, the lower row carries resources to applications, and the dashed path between them is not significant⁹

The estimated mechanism consists of two distinct pathways. The first pathway runs from the collection of graduate outcome data, through evidence distance, to the verifiable-claim share, and from there to enrolment yield. The estimated coefficient linking evidence distance to the verifiable-claim share is -13.018 , with a t-statistic of -12.15 . The companion study reports an estimated coefficient of 0.0078 linking the verifiable-claim share to enrolment yield, with a t-statistic of 12.90 [1].

The second pathway runs from promotional budget and marketing staff, through claim volume, to applications. The estimated coefficients of promotional budget and marketing staff on claim volume are 0.458 and 0.312 , respectively. The companion study reports an estimated coefficient of 0.914 for the association between promotional expenditure and applications, with a t-statistic of 20.72 [1].

The empirical connection between the second pathway and claim quality is represented by the promotional-budget coefficient in the claim-quality specification. This coefficient is 0.604 , with a t-statistic of 0.43 , and is not statistically significant. The results therefore suggest that promotional resources are closely associated with the volume of communication, while their independent association with the verifiable-claim share is limited once evidence distance is taken into account.

The estimated relationships also provide an indication of the potential magnitude involved. A one-step increase in evidence distance is associated with an estimated 13.02 -percentage-point decrease in the verifiable-claim share. Combining this estimate with the companion study's enrolment-yield coefficient of 0.0078 implies an approximately 10.15 -percentage-point difference in enrolment yield. Applied mechanically to the sector offer base of $45,300$, this corresponds to approximately $4,600$ enrolments. This calculation should be interpreted as an illustrative magnitude based on the estimated associations rather than as a causal estimate of the number of enrolments that would result from changing evidence distance.

The results provide a basis for reconsidering how a marketing mechanism for educational services may be conceptualised.

Under the marketing mix approach, the formation of such a mechanism emphasises the combination and resourcing of controllable marketing elements. The present panel provides limited support for this explanation with respect to claim composition. Promotional budget is positively associated with the verifiable-claim share in the simplest specification, but this association becomes small and statistically insignificant once evidence distance is introduced. Marketing staffing is likewise not significantly associated with claim quality. These results suggest that promotional resources alone do not account for the observed variation in the composition of promotional claims.

The market-driven capabilities approach provides a different interpretation. From this perspective, the formation of the marketing mechanism also depends on developing the organisational capacity to collect,

⁹ Author's development



access, and use relevant information. In the present setting, this corresponds closely to Day's concept of market-sensing capability [7], although in a specific institutional form: some of the information required for market communication concerns the institution's own graduate outcomes, and access to that information depends partly on internal data and information-sharing arrangements. Fourteen of the twenty institutions are classified at an evidence distance of three or more, indicating that access to graduate outcome evidence requires case-specific coordination, systematic compilation of existing records, or the establishment of a data-collection function.

The substitution pattern identified in Section 4.4 also has implications for institutional practice and policy. The results suggest that efforts focused solely on increasing the volume or resources of promotional communication may not necessarily alter the composition of promotional claims when access to relevant evidence remains unchanged. In the present panel, promotional resources are strongly associated with claim volume, while greater evidence distance is associated with both a lower verifiable-claim share and a higher volume of claims conditional on budget and staffing. Accordingly, communication-improvement initiatives may be more effective when accompanied by improvements in graduate tracking, data compilation, and internal information-sharing arrangements. The observational evidence presented here, however, does not establish the effects of such interventions.

An important alternative explanation concerns the direction of the relationship between evidence access and communication strategy. A marketing unit intending to formulate verifiable claims may actively seek and negotiate access to the necessary data. Under this interpretation, shorter evidence distance could partly reflect communication strategy rather than operating solely as a constraint on it, implying the possibility of reverse causality. The cross-sectional design cannot distinguish conclusively between these explanations. Two observations are nevertheless relevant. First, at evidence distance 5, graduate outcome data are not collected within the institution; four institutions in the panel are classified at this level. Such cases suggest that at least part of the observed evidence-distance variation may originate in broader institutional data arrangements rather than solely in marketing-unit decisions. Second, the positive association between evidence distance and claim volume identified in Section 4.4 is not straightforwardly explained by the reverse-causality account. This pattern therefore warrants further investigation rather than being interpreted as conclusive evidence for either causal direction.

A stronger test of the proposed mechanism would be possible under an institutional change that altered graduate-tracking arrangements independently of existing communication strategies. For example, a common tracking requirement applied across institutions could generate changes in evidence access that are not directly determined by an individual institution's current promotional practices. Observing subsequent changes in claim composition could provide stronger evidence regarding the direction of the relationship. A similar graduate-tracking instrument was identified in the companion study for a different analytical purpose [1], suggesting that improvements in tracking arrangements could also provide a useful setting for testing the mechanism examined here.

Four further limitations should be considered when interpreting the results. First, evidence distance was coded by the authors on the basis of institutional administrative arrangements. Although the measure was constructed without reference to the outcome variables, there remains a possibility that broader impressions of an institution could influence coding decisions. Independent coding by researchers who are blinded to the claim data would reduce this potential source of bias and provide an important robustness check in future research.

Second, the association between evidence distance and the verifiable-claim share is exceptionally strong, with a correlation coefficient of -0.964 . In a cross-sectional sample of only twenty institutions, such a strong relationship warrants careful interpretation rather than being treated as conclusive evidence of a single mechanism. One possibility is that both variables partly reflect a broader unobserved institutional characteristic. Further research with a larger sample and additional controls would be required to distinguish this explanation from the proposed evidence-access mechanism.

Third, the graduate-tracking-system indicator is strongly correlated with evidence distance, at -0.818 . This degree of correlation limits the ability of the present specification to distinguish their separate associations, and the estimated coefficient on the tracking-system indicator should therefore be interpreted with caution. In addition, two of the five theoretical approaches reviewed in Section 2 do not generate sufficiently differentiated predictions that can be evaluated using the variables in this panel. The empirical comparison in the present study therefore concerns primarily the predictions derived from the marketing mix and market-driven capabilities approaches.

Finally, the panel is cross-sectional, comprises only twenty higher education institutions in a single country, and does not provide a basis for strong causal inference or broad generalisation without further evidence. In addition, the enrolment-yield coefficient used in Section 4.5 is drawn from the companion study rather



than estimated independently in the present analysis. The illustrative chain calculation therefore inherits the limitations of that study in addition to those of the present empirical design.

CONCLUSION AND RECOMMENDATIONS

This article examined five theoretical approaches to the formation of a marketing mechanism for educational services and empirically evaluated those that generate sufficiently differentiated predictions using a panel of twenty anonymised higher education institutions in Uzbekistan.

The results provide limited support for the prediction derived from the marketing mix approach with respect to claim composition. The coefficient on promotional budget declines from 10.336, with a t-statistic of 2.99, to 0.604, with a t-statistic of 0.43, once evidence distance is introduced into the specification. Marketing staff is likewise not statistically significantly associated with the verifiable-claim share, with an estimated coefficient of -4.330 and a t-statistic of -0.60. These results indicate that promotional resources alone do not account for the observed variation in claim composition.

By contrast, the results are consistent with the prediction derived from the market-driven capabilities approach. Evidence distance has an estimated coefficient of -13.018, with a t-statistic of -12.15, while the inclusion of evidence distance increases R^2 from 0.332 to 0.931. This finding suggests that an institution's capacity to formulate verifiable promotional claims is closely associated with its internal access to relevant evidence about graduate outcomes.

The relationship exhibits a monotonic pattern across all five levels of evidence distance. The verifiable-claim share declines successively from 69.5 per cent to 50.0, 37.6, 24.0, and 14.0 per cent, while enrolment yield declines from 93.0 per cent to 79.3, 69.0, 59.0, and 48.5 per cent. The consistency of these patterns across successive levels provides additional evidence of an association between evidence access, claim composition, and enrolment outcomes.

Claim volume, in contrast, exhibits a pattern consistent with the prediction derived from the marketing mix approach. Promotional budget is strongly associated with claim volume, with an estimated elasticity of 0.701 and an R^2 of 0.984 in the initial specification. Marketing staff has an additional positive coefficient of 0.312. These findings indicate that promotional resources are closely associated with the quantity of promotional communication, even though they do not independently account for variation in the verifiable-claim share once evidence distance is taken into account.

An additional finding concerns the relationship between evidence distance and claim volume. Evidence distance enters the claim-volume specification positively, with an estimated coefficient of 0.049 and a t-statistic of 4.20, while claims published per staff member increase from 16.6 to 24.3 across the five levels of evidence distance. Together with the declining verifiable-claim share, this pattern is consistent with a possible substitution between claim volume and verifiability as evidence distance increases. However, because this relationship was not explicitly predicted by the theoretical approaches reviewed and the research design is observational, it is reported as an additional empirical finding rather than as confirmation of a pre-specified theoretical prediction.

Fourteen of the twenty institutions are classified at an evidence distance of three or more, indicating that access to graduate outcome evidence requires case-specific inter-unit coordination, systematic compilation of existing records, or the establishment of a data-collection function. A one-step increase in evidence distance is associated with an estimated 13.02-percentage-point decrease in the verifiable-claim share. When this estimate is combined with the enrolment-yield coefficient reported in the companion study, the implied magnitude is approximately 10.15 percentage points of enrolment yield. Applied mechanically to the sector offer base of 45,300, this corresponds to approximately 4,600 enrolments. This figure should be interpreted as an illustrative magnitude derived from the estimated associations rather than as a causal estimate of the enrolment effect of changing evidence distance.

REFERENCES

1. Akerlof G.A. The market for lemons: Quality uncertainty and the market mechanism // *Quarterly Journal of Economics*. – 1970. – Vol. 84, № 3. – P. 488–500.
2. Barney J. Firm resources and sustained competitive advantage // *Journal of Management*. – 1991. – Vol. 17, № 1. – P. 99–120.
3. Berry L.L. Relationship marketing // *Emerging Perspectives on Services Marketing* / Eds. L.L. Berry, G.L. Shostack, G.D. Upah. – Chicago: American Marketing Association, 1983. – P. 25–28.
4. Booms B.H., Bitner M.J. Marketing strategies and organization structures for service firms // *Marketing of Services* / Eds. J.H. Donnelly, W.R. George. – Chicago: American Marketing Association, 1981. – P. 47–51.



5. Borden N.H. The concept of the marketing mix // *Journal of Advertising Research*. – 1964. – Vol. 4, № 2. – P. 2–7.
6. Cameron A.C., Miller D.L. A practitioner's guide to cluster-robust inference // *Journal of Human Resources*. – 2015. – Vol. 50, № 2. – P. 317–372.
7. Day G.S. The capabilities of market-driven organizations // *Journal of Marketing*. – 1994. – Vol. 58, № 4. – P. 37–52.
8. Gini C. *Variabilità e Mutabilità* / C. Gini. – Bologna: Tipografia di Paolo Cuppini, 1912.
9. Grönroos C. From marketing mix to relationship marketing: Towards a paradigm shift in marketing // *Management Decision*. – 1994. – Vol. 32, № 2. – P. 4–20.
10. Hemsley-Brown J., Oplatka I. Universities in a competitive global marketplace: A systematic review of the literature on higher education marketing // *International Journal of Public Sector Management*. – 2006. – Vol. 19, № 4. – P. 316–338.
11. Hirschman A.O. The paternity of an index // *American Economic Review*. – 1964. – Vol. 54, № 5. – P. 761–762.
12. Ivy J. A new higher education marketing mix: The 7Ps for MBA marketing // *International Journal of Educational Management*. – 2008. – Vol. 22, № 4. – P. 288–299.
13. Kirmani A., Rao A.R. No pain, no gain: A critical review of the literature on signaling unobservable product quality // *Journal of Marketing*. – 2000. – Vol. 64, № 2. – P. 66–79.
14. Maringe F. University and course choice: Implications for positioning, recruitment and marketing // *International Journal of Educational Management*. – 2006. – Vol. 20, № 6. – P. 466–479.
15. Spence M. Job market signaling // *Quarterly Journal of Economics*. – 1973. – Vol. 87, № 3. – P. 355–374.
16. Teece D.J., Pisano G., Shuen A. Dynamic capabilities and strategic management // *Strategic Management Journal*. – 1997. – Vol. 18, № 7. – P. 509–533.
17. Vargo S.L., Lusch R.F. Evolving to a new dominant logic for marketing // *Journal of Marketing*. – 2004. – Vol. 68, № 1. – P. 1–17.
18. Welch B.L. The generalization of Student's problem when several different population variances are involved // *Biometrika*. – 1947. – Vol. 34, № 1–2. – P. 28–35.



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz HAKIMOV

Musahhih: Zokir ALIBEKOV

Sahifalovchi va dizayner: Hasan MAQSUDOV

2026. № 9/2

© Materiallar ko'chirib bosilganda "Yashil" iqtisodiyot va taraqqiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelamasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga maqola, reklama, hikoya va boshqa ijodiy materiallar yuborishingiz mumkin.
Materiallar va reklamalar pullik asosda chop etiladi.

El.Pochta: sq143235@gmail.com

Bot: @iqtisodiyot_77

Tel.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, @iqtisodiyot_77 telegram sahifamizga to'lov haqidagi ma'lumotni skrinshot yoki foto shaklida jo'natishingizni so'raymiz. Shu asosda har oygi jurnal yangi sonini manzilingizga jo'natamiz.

"Yashil" iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>
