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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
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MUNDARIJA

O'zbekistonda yashil iqtisodiyotni shakllantirishda xitoy va rossiya investitsiyalarining qiyosiy tahlili.....	20
Malikov Numonjon Kamalovich	
Raqamli texnologiyalarning makroiqtisodiy barqarorlikka ta'siri	26
Sherzod Rajabov, Istora Abdusalomova	
Reducing inequality through human capital development: a comparative analysis of policies in the european union and uzbekistan	30
Ilxomjonov Jaxongir Alisher o'g'li	
Hududiy raqamli infratuzilmaning xizmat ko'rsatish sektoriga ta'siri: samarqand viloyati misolida	39
Musinov Dilshod Sultanovich	
Ways to improve quality in hotels through digital technologies	44
N.A. Rakhmonova	
Проблемы и пути внедрения механизма налогового стимулирования центров инновационного роста нового узбекистана.....	48
Умаров Б. С.	
Влияние протекционистской политики на инвестиционные стратегии промышленных предприятий.....	55
Ёдгоров Сардорбек Самадович	
Fiskal siyosat tahlili: aholi bandligi; aholi daromadlari; soliqqa tortish.....	61
Isroilov Boxodir Ibragimovich, Navruzova Farog'at Abdihamid qizi	
Problems in entrepreneurial potential development: a comprehensive analysis of contemporary barriers and challenges	67
Baxtiyor Xabibullayev Abdulvoxid o'g'li	
Tijorat banklarida aholi omonatlarining jozibadorligini oshirishning metodologik asoslari va amaliy yo'nalishlari	73
Xakimov Zoxid Norbo'tayevich	
To'lov aylanmasining mohiyatini aniqlashda to'lov va to'lov oqimlarining roli.....	78
I.F.Sayfiddinov	
Moliyaviy inklyuzivlikni ta'minlovchi samarali soliq siyosati.....	83
Artikov Ne'matulla Abdusalamovich	
Youth, digital finance, and the gig economy in uzbekistan	86
Akmal Boymurodov	
Aktsiyadorlik jamiyatlari korporativ boshqaruvda qaror qabul qilishda raqamli texnologiyalardan foydalanish masalalari	91
Xabibullaeva Shirinxon Tohir qizi	
В условиях трансформации обеспечение развитие образования и нуки в сфере подготовки управленческих кадров	98
Суюнов Дилмурод Холмурадович	
Ипотечное кредитование как инструмент социальной политики в узбекистане	104
Базарова Нигора Равшановна	
Kichik biznes subyektlari tomonidan hudud aholisi bandligini ta'minlashning ijtimoiy va iqtisodiy natijalari.....	110
Ergasheva Nigora Abdigapparovna	
Kichik korxonalar istiqbolli hududlarda sanoat ishlab chiqarish holati dinamikasi.....	114
Xonto'rayev Obbosxon Kamolxon o'g'li	
Banklarning aktivlarini daromadliligini oshirish yo'llari	118
Elbusinova Umida Khamidullaevna	



Ekologik omillar o'zgarishining dehqon xo'jaliklari yalpi hosiliga ta'siri	123
Otamurodova Dildora Abdukrimovna	
O'zbekiston tijorat banklarining yashil iqtisodiyotdagi o'rni	128
Eshev Furqat A'zamovich, Ibragimova Feruza Axtamovna, Jumanazarova Malika Baxtiyorovna, Raxmatova Mohina Dilmurod qizi	
Использование интеллектуальных технологий в процессе обслуживания клиентов банка	132
Хашимова Дилёра Пахритдиновна	
Innovatsion faoliyatning moliyaviy rag'batlantirish va boshqaruv samaradorligini belgilovchi omil va jihatlari.....	138
Baxriddinov Nodirbek Zamirdinovich	
Import tovarlari bo'yicha aksiz solig'ini undirishning nazariy asoslari.....	143
Abdurasulov Murodjon Bahrom o'g'li	
Роль цифровых валют центральных банков в модернизации платёжной инфраструктуры: мировой опыт и перспективы Узбекистана	150
Срожиддинова З.Х., Тухтасинова Д.Н.	
Tijorat banklarida chakana to'lov tizimlarini nazariy asosi.....	155
Sultonov Davronjon Rustam o'g'li	
Tikuv-trikotaj korxonalarida raqobatbardoshlikni oshirishda strategik menejmentning roli	161
Mamatraimov Islom Mamanazarovich	
Ta'lim, ekologiya va raqamlashtirish sohalarida bolalar va o'smirlar turizmini integratsiyalash: xalqaro tajribalar va O'zbekiston.....	170
Islomova Dilrabo Salomovna	
Iqtisodiy masalalarni matritsalar nazariyasi asosida modellashtirish va python dasturlash tilida yechish.....	175
Tojiyev Ilhom Ibraimovich, To'rayeva Feruza Dilmurodovna, Namozova Barchinoy G'ayrat qizi, Baxronova Zuhra Otaniyoz qizi	
Pul bozori barqarorligini ta'minlashda tijorat banklarida likvidlikni boshqarish samaradorligi	188
Sattorova Nasiba G'aniyoz qizi	
The role of digitalization of healthcare in the implementation of the safe city project	192
Akbarjon Iminov	
Аутоиммунные поражения центральной нервной системы, возникающие после стрептококковой инфекции	198
Умарова Саодат Сулаймоновна, Нормакматов Бахтиёр Ботиралиевич	
Iqtisodiyotiga yo'naltirilgan investiyalar tahlili.....	204
Namozov Olim Botirovich	
Creating a favorable climate for investment in agriculture	209
U.I.Djumaniyazov, B.J.Mirzaev	
Davlat ishtirokidagi korxonalarni korporativ boshqaruvni xalqaro standartlari asosida takomillashtirish	214
F.Djalilov	
Davlat tibbiyot tashkilotlarida ish beruvchining fuqarolik javobgarligini majburiy su'gurt qilish xarajatlarini hisobi.....	222
Kuliboyev Azamat Shonazarovich	
O'zbekistonda bank operatsion xarajatlari buxgalteriya hisobi.....	227
Qurbonova Sitara Vahobjon qizi	
O'zbekistonda kichik biznes va tadbirkorlik subyektlarini rivojlantirishning strategik yo'nalishlari.....	233
Musayev Ozodjon Shavkat o'g'li	
Пути обеспечения стабильного экономического роста в условиях перехода к зелёной экономике, совершенствования государственной экономической политики и повышения эффективности внедрения принципов цикличной экономики.....	237
Худайбергенова Адалат Негматуллаевна, Убайдуллаев Сирожиддин Жамшидович, Файзиёва Хамида	



Кудратовна, Эшбоев Миржалол Бахромович	
O'zbekiston sanoatining iqtisodiy holatini baholash	241
Mamanazarov Oybek Shomurodovich	
Maktabgacha ta'limda tayanch kompetensiyalarni shakllantirishda matematika va savod asoslarining didaktik yechimlari.....	247
Mingboyeva Guldorxon Maxmudovna	
Soliq tizimida soliq riskini baholash uslubiyoti.....	252
Nasimov Ravshanjon Azimovich	
Budjetni rejalashtirish tizimida jismoniy shaxslar daromadlari bo'yicha prognozlashni takomillashtirishning metodologik asoslari	260
Babaev Shavkat Bayramovich	
Понятие и сущность денежного потока в системе финансового управления.....	267
Машарипова Шахло Адамбаевна	
Yashil mehmonxonalarda strategik tahlil metodologiyasi	274
Rasulova Nigora Yusupovna	
Цифровая трансформация: новые возможности и современные тенденции в управлении бизнесом и инвестициями.....	279
Баратова Динора Алишеровна	
Mehmonxonalarda xizmat ko'rsatishning sifati va samaradorligini baholash.....	283
Ikromov Akbar Farxod o'g'li	
Модель внедрения open banking в Узбекистане: предложение на основе международного опыта и локальных особенностей.....	288
Камалов Шухрат Камалович, Аскарова Дилором Хожимуратовна, Баходиров Жасурбек Олёрбек ўғли, Маликов Шохрух Шокирович, Тенгелова Фарангиз Мажид кизи	
O'zbekistonda islom moliyasini joriy qilishning yo'llari	295
Ashurbayev Farrux Alisher o'g'li, Tuxsanov Eldor Dilmurod o'g'li	
AQSH tajribasiga ko'ra eksportni iqtisodiy o'sishga tasiri	299
D.E.Qarshiev	
Iqtisodiyotni tartibga solish orqali aholi farovonligini oshirishning ahamiyati	304
Berdibekov A.	
Mamlakat iqtisodiyotini rivojlantirish va aholi moliyaviy savodxonligini oshirishda inklyuziv molianing ahamiyati.....	308
Latipova Shaxnoza Maxmudovna	
Problems of the financial mechanism influence for stable and inertial development of enterprises.....	313
Zaynalov Jakhongir Rasulovich, Alieva Susanna	
Tibbiyot turizmni rivojlantirish va uning salohiyatini iqtisodiy baholashning ilmiy va uslubiy asoslari	317
Vofaxojayeva Dilafruz Marufovna	
Turistik destinatsiyalar va raqamli marketing texnologiyalari orqali turizm barqarorligini transformatsiya qilish	322
Nurmuhammadxon Oppoqxonov	
Kichik va o'rta biznes moliyaviy barqarorligining kambag'allikni kamaytirishdagi ahamiyati.....	327
Djamalov Xasan Numanjanovich	
Qoraqalpog'iston respublikasida turizmni rivojlantirishning tashkiliy va iqtisodiy salohiyatini baholash.....	335
Xoshimov Baxrom Baxadirovich	
O'zbekiston turizm sektorida tog' turizmining ulushi.....	343
Alimov Abduvakil Komil o'g'li	
O'zbekiston respublikasida investitsiya faoliyatini moliyaviy boshqarish va bunda xorij tajribasi.....	348
Ismailov Dilshod Anvarjonovich	



Tadbirkorlik faoliyatini samarali boshqarishda raqamli texnologiyalardan foydalanishning holati.....	354
Sattarov Xayrulla Fayzullayevich	
Tadbirkorlik faoliyatida innovatsiyalarni rivojlantirish strategiyasini tanlash va asoslash	358
Shakirova Madinaxon Gafurdjanovna	
O'zbekistonning xalqaro valyuta-moliya tashkilotlari bilan o'zaro hamkorlik aloqalarini mustahkamlash yo'nalishlari.....	362
Gulmurodova Marjona Olimjon qizi, Turg'unova Zohida Shavkat qizi, Umida Yuldasheva	
Jismoniy shaxslarning daromadlarini soliqqa tortish tartibini takomillashtirish.....	367
Bobomurotova Manzura Panji qizi	
Aksiyadorlik jamiyatlari va qimmatli qog'ozlar bozori o'rtasidagi iqtisodiy munosabatlar	372
Berdaliyev Javohir Jahongir o'g'li	
Farg'ona viloyati mahallalarida tadbirkorlikni va hunarmadchilikni rivojlanishi holati tahlili	379
Tuxtasinov Zafarjon Odiljonovich	
Проблемы охраны окружающей среды и формирования «зеленой экономики»	389
Ёдгорова Мухайё Шухратовна, Иминова Наргиза Акрамовна	
The evolution of passenger transport in uzbekistan and its impact on economic growth.....	392
Naubetova Ziyada Niyet kizi	
Davlat tibbiyot tashkilotlarida ish beruvchining fuqarolik javobgarligini majburiy sug'urta qilish xarajatlarining hisobi.....	397
Kuliboev Azamat Shonazarovich	
Jahon sug'urta amaliyotining O'zbekiston sug'urta bozorining rivojlanishiga ta'siri	402
Kuvatova Dinara Anvarovna	
Milliy iqtisodiyotda xorijiy investitsiyalarning ahamiyati va ta'sir mexanizmlari	406
Abdullayev Zoxid Xolxo'jayevich	
Xaridorlar bilan hisob-kitoblar auditida moliyaviy tahlil usullarini qo'llash xususiyatlari.....	411
Sagimbaev Sultanbek Turdibay o'g'li, Sultamuratov Qallibek	
The function and value of commercial banks in fostering capital market growth	416
Isakov Janabay Yakipbaevich	
Raqamli texnologiyalarning korxonalar risk boshqaruvidagi rolini swot tahlili orqali tadqiq etishning ahamiyati	427
Tojimatov Izzatbek Ikromali o'g'li	
The state and development trends of business process auditing in joint-stock companies in uzbekistan.....	439
Utegenova Sarbinaz Turdimuratovna	
Mamlaktimizda amaldagi budjetlararo munosabatlarning tartibi hisobi, hamda uning ahamiyati	444
Tuxsanov Eldor Dilmurod o'g'li, Saydullayeva Zeboxon Shukrilla qizi	
Qurilish materiallari sanoatida innovatsion klasterlarni boshqarishni takomillashtirish	462
Xaydarova E'zoza Shukurullayevna, Li Zin Bo	
Barqaror rivojlanish va yashil iqtisodiyotning mamlakatimizda so'nggi yillardagi oshib borayotgan ahamiyati	467
Bahodirova Mohigul	
Conceptual framework for boosting the financial and economic performance of investment projects in industrial enterprises.....	472
Sarriev Kahraman Ramatullaevich	
Bandlik va ayollar tadbirkorligi	477
Ibodullayeva M.S.	
Mamlakatimiz yalpi ichki mahsulotini ekonometrik prognozlash.....	482
A'zamov Musurmon Axmadovich, Islomov Javohir	



Eksport siyosatini tadbirkorlik faoliyati rivojlanishiga ta'siri	488
Suvonov Ibrohim Izbosarovich, Abdug'aniyev Murodjon Shavkat o'g'li	
Aholini ish bilan ta'minlashda qishloq aholisini mehnat salohiyatidan foydalanish.....	492
Noiba Qodirova Maxmud qizi	
Yashirin iqtisodiyotni kamaytirishda rasmiy bandlik va moliyaviy munosabatlarni rivojlantirish	497
Xalimbetov Farxad Bagibekovich, Reyimberdiyev Baburbek Adilbek o'g'li	
Analysis of touristic potential and capacity of ecotourism sites	501
Abdurakhmanova Akida Faizulla kizi	
Xorijiy investitsiya ishtirokidagi korxonalarni moliyalashtirishni takomillashtirish.....	509
Salohiddinov Jaloliddin	
Infratuzilma va bozor infratuzilmasi tushunchalarining nazariy tavsifi	516
G'aniyev Botir Baxtiyorovich	
O'zbekiston va xorijiy davlatlarda aksiyadorlik jamiyatlarining qimmatli qog'ozlar orqali kapital yig'ish strategiyalari	520
Dilnozaxon Muxitdinova	
Iqtisodiy inqiroz paytida korxonalarda likvidlikni boshqarish strategiyalari	527
Abdusalomova Nodira Bakhodirovna, Jabborova Sevinch Xusanovna	
O'zbekistonda islomiy mikromoliyaviy xizmatlar orqali ish bilan bandlikni oshirish istiqbollari.....	532
Mamatkulov Humoyun Bobir-ugli	
Textile enterprises and changing market conditions: integration of demand analysis, trend forecasting and strategic assortment management	536
Ikramova Nodira Burkhon kizi	
Aksiyadorlik korxonalari boshqaruv tizimida korporativ madaniyatni takomillashtirish	540
Umarkhodjaeva Muyassarhon Ganievna, Omanova Nargiza Rustam qizi	
Moliyaviy faoliyat natijalari hisobi va auditini takomillashtirish.....	548
Po'latov Xudoyberdi Uktamovich, Abduxoliqov Isomiddin Ikrom o'g'li	
Rivojlangan va rivojlanayotgan mamlakatlarda iqtisodiyotning real sektori korxonalariga kreditlar bo'yicha foiz stavkalariga ta'sir ko'rsatishda markaziy banklarning qayta moliyalash stavkalarining rolini tahlil qilish	553
Jabbarov Eliboy, Abdullayeva Charos Abdullo qizi	
O'zbekistonda qishloq xo'jalik mahsulotlarini qayta ishlashda innovatsiyalarning roli va iqtisodiy samaradorligi	558
Raximov Baxromjon Ibroximovich, Solohiddinov Nuriddin Sirojiddin o'g'li	
Sirkulyar iqtisodiyotni rivojlantirish orqali chiqindilarni boshqarish muammosini bartaraf etish yo'llari	563
Narzullayev Elmurod Shuxrat o'g'li, Hamrokulov Ulug'bek Abdurahmatovich	
Korxonani samarali boshqarishni ta'minlash strategiyalari	567
D.Mutalova	
Masofaviy ta'lim platformalarining qiyosiy tahlili va funksional xususiyatlari.....	571
Nabieva Nilufar Nabi qizi	
Raqamli iqtisodiyotning jamiyat hayotiga ta'siri.....	577
Aripova Ziyoda Xayrullayevna, Nurmuxamedova Tursunoy Usmonovna	
Transportda turistik xizmatlarni boshqarish mexanizmini takomillashtirish.....	581
Tuychiyev Anvarjon Muxtorjonovich	
Ipak yo'lining tarixiy madaniy merosi va hunarmandchiligi: dolzarb muammolar va tadqiqot istiqbollari	584
Xushnazarova Maxzuna Gulamdjanovna	
Eksport faoliyatini rag'batlantirishda institutsional va moliyaviy mexanizmlarning roli.....	589
Umarkulov Kodirjon Maxamadinovich	



Elektron pul evolyutsiyasi.....	595
Marpatov Mavlonxon Dadashevich	
Yashil iqtisodiyotga o'tish jarayonida sanoat korxonalarining roli.....	600
Nasullayeva Yoqutoy Nasim qizi	
O'zbekistonda turizm marketingi va raqobatbardoshligini oshirish	606
Ikramova Nasiba Axmadovna	
Kambag'allikni qisqartirishning zamonaviy yo'nalishlari.....	610
Mirzayev Qulmamat Jonuzoqovich, Shodiyev Fazliddin Qalandar o'g'li	
Jamiyatda imkoniyati cheklanganlarning bandligini ta'minlashning ijtimoiy-iqtisodiy asoslari.....	615
Tilavova Munisa Maxmudovna	
Moliyaviy matematika vositalarining O'zbekiston kredit tizimidagi qo'llanilishi.....	620
Shamsiyeva Nigora Rafiq qizi	
Ecological sustainability in tourism: regional practices and global reflections.....	626
Sayyora Safaeva	
Quyi amudaryo mintaqasida turli darajadagi destinasiyalararo ixtisoslashgan klasterlarni shakllantirish asoslari va ularning o'ziga xos jihatlari.....	631
Doschanov Tangirbergen, Ollanazarov Bekmurod Davlatmurotovich	
Fine dining restoranlarida marketing strategiyalarining shakllanishi va mijoz jalb qilishda ularning ahamiyati.....	641
Jumaniyazova Sarvinov Mansur qizi	
Soliq to'lovchilarning majburiyatlari bajarilishini kontseptual asoslari va shartlari asoslari xususida.....	644
Abdusherozov Abdullo Baxtiyorovich	
Davlat sektoridagi tashkilotlarda smetalar tuzish tartibi	651
Abdulaziz Norquchqorov Ziyadullayevich	
Качественное развитие рынка труда узбекистана.....	657
Мамадалиева Хафиза Холдаровна	
Kichik biznes subyektlarining aholi bandligini ta'minlash orqali kambag'allik darajasini pasaytirishdagi o'rni.....	664
Maxamadaliyev Boburbek Baxodir o'g'li	
Устойчивое развитие esg-менеджмента: от тренда к фундаментальной стратегии выживания и процветания.....	670
Собирова Нилуфар Бекпулат кизи	
Sirdaryo viloyatida investitsion faollikni oshirishda davlat va xususiy sektor hamkorligi	676
Mamatqulova Muxlisa Komiljon qizi	
Qurilish loyihalarini moliyalashtirishning milliy va xalqaro tajribasi	681
Yashin Iboyev	
Xizmatlar sohasida innovatsion muhitni yaratishning dolzarb masalalari.....	687
Kamoliddin Mamatqulovich Ibodov, Jamshid Abduxaliqovich Xolboyev	
Sanoat korxonalarining raqobatbardoshligini boshqarishda tovar aylanmasi tahlili.....	692
Jumayeva Gulrux Jo'raqulovna	
Xo'jalik yurituvchi subyektlarda innovatsion faoliyatning moliyaviy va boshqaruv hisobini takomillashtirish masalalari	698
Xushvaqtova Nozanin Nurbek qizi	
Effect of processing on nutrients in tomato products.....	706
Ergasheva Muhabbat Komil kizi	
Asosiy vositalarni davomiy (uzluksiz) baholash.....	710
Kuziev Islom Nematovich, Raxmonov Xurshidbek Shavkat o'g'li	
Sun'iy intellekt: Markaziy banklarni qanday o'zgartirmoqda?	715
Shahboz Qozoqov Ortiqbaevich	



Kichik biznes subyektlarida tashkil etilgan baliqchilikka ixtisoslashgan xo'jaliklarning mamlakat oziq-ovqat xavfsizligini ta'minlashdagi o'rni.....	720
Vazirov Azamat Yoqubjonovich	
Korxonalarining marketing faoliyatini strategik rivojlantirish yo'nalishlari.....	725
Isokboeva Zilola Rustam qizi	
К целям повестки 2030: анализ экономических индикаторов узбекистана	728
Салахутдинова Юлдуз Голибовна	
Современное состояние исследований в области использования цифровых технологий в инвестиционной деятельности	734
Ирмухамедова М.Д.	
Tijorat banklarining raqamli transformatsiyasi jarayoni, uning imkoniyatlari va xavf-xatarlarini tahlil qilish.....	741
Eshqobilov Ahmat Jovlijevich	
Aholi sonining o'sishi va iqtisodiy infratuzilmaga yuklanish: hududiy tahlil	745
To'rayev Nurbek Baykulovich	
O'zbekistonda oziq-ovqat xavfsizligini ta'minlash va boshqarishning hududiy rivojlantirish strategiyasi	751
Nuraliev Temurjon Erkinjon o'g'li	
O'zbekistonning zamonaviy korxona va tashkilotlarda boshqaruv masalalari	756
Ahtamova Mohigul Erkinovna	
Davlat tashkilotlarida ichki audit tuzilmalarini tashkil etishni rivojlantirish	761
Nasimov Fazliddin Sirojevich	
Yashil moliyalashtirishda sun'iy intellekt texnologiyalarining roli: imkoniyatlar va xavflar tahlili	765
Isoqulova Munisxon Abdurasul qizi	
Критерии экологичности бренда: как измерить «зеленый» имидж?	769
Носирова Чарос	
Qishloq xo'jaligini innovatsion texnologiyalar asosida boshqarish	775
Mamadiyarov Dilshad Uralovich, Normurodov Sarvar Norboy o'g'li	
«O'ztransgaz» AJ faoliyatini 2024–2027 yillarga prognozlashtirishda ekonometrik modellar asosida tahlil	784
Sindorov Davlatbek Abdumajid o'g'li, Murodov Sardor Nurali o'g'li	
Favqulodda vaziyatlarning oldini olishga qaratilgan tibbiy profilaktik ishlar.....	791
Mahmudov Otamurod Hoshimovich, Murtazova Sh.N.	
Xizmat ko'rsatish sohasida elektron tijoratni rivojlantirishga ta'sir etuvchi omillar tahlili.....	795
Maxmudov Lazizbek Ubaydullo o'g'li	
O'zbekiston chakana savdosi tizimi va uning rivojlanishi.....	806
Yaqubov Azizbek G'anibekovich	
Milliy iqtisodiyotni tartibga solishda davlatning o'rni va maqsadi	812
Amonov Mehriddin Oromiddinovich	
Investitsion faoliyatni amalga oshirishning xorij tajribasi va mamlakatimizda foydalanish istiqbollari.....	816
O'tamurodova Surayyo Shokirjon qizi	
Uy-joy fondini boshqarish samaradorligini oshirishda zamonaviy sifat menejmenti tizimining o'rni.....	822
Asadullina Nailya Ramilevna, Normurodov Sarvar Norboy o'g'li	
Значение искусственного интеллекта в области педагогики на основе мультимедийных приложений	829
Бегалиев Файзали Умаралиевич	
Sog'lomlashtirish turizmida ekologik va ijtimoiy ta'sirlarning sintezi.....	832
Naimov Saidjon Yusup o'g'li	



Kasbiy ta'lim tashkilotlarida o'quvchilarni raqamli kompetensiyasini baholashning metodologik asoslari.....	835
Maxkamova Zuxra Tursunpulotovna	
Обзор по теме Современные системы управления возбуждение синхронных машин и перспективы их развития (Формирования законов управления).....	841
Алиев Абдор Мураткулович	
O'zbekistonda turizm va servis soxasida davalt- xususiy sheriklik mexanizmidan foydalanish istiqbollari.....	846
Mamayusupova Dilovarxon Begmatovna	
Tijorat banklarida operatsion risklarini baholash va boshqarish tizimini tashkil qilish	850
Jaxongir Rabbimov	
Tomorqa xo'jaliklari faoliyatini tahlil qilishda statistik modellar va metodlardan foydalanish yo'nalishlari.....	855
Turobov Sherzod Alisherovich	
Совершенствование порядка расчёта и взимания НДС в узбекистане: аналитический подход.....	860
Бисенбаев Шарьяр Куанишбай ули	
Mintaqaviy iqtisodiyotda inson kapitalini raqamli transformatsiyalash masalalari.....	864
Yusubboeva Dinora Quadrat qizi	
Iqlim o'zgarishlari va rekreatsiya turizmining kelajagi: muammolar va yechimlar	870
Shaymanova Nigora Yusupovna	
Sirdaryo viloyatining turizm imkoniyatlari va o'ziga xos turizm resurslari.....	875
Tursunova Gulmira Rabbonovna	
Samarqand viloyatida investitsion-innovatsion faollikni oshirish holati va investitsiyalarning tarkibiy xususiyatlari.....	883
Bektemirov Abdumalik Bektemirovich, Axrorov Abbos Aslamjon o'g'li	
Global innovatsion indekslar va o'zbekiston: rivojlanish yo'nalishlari va bosqichlari	889
Bekmurodova Gavhar Adham qizi	
Aksiyadorlik jamiyatlarida korporativ boshqaruvga raqamli texnologiyalarni joriy qilishning ilmiy-nazariy asoslariga qarashlar	895
Suyunov Dilmurod Xolmuradovich, Xabibullayeva Shirinxon Toxir qizi	
Xalqaro standartlar asosida moliyaviy instrumentlar hisobini va auditini takomillashtirish.....	902
Nuraliyev Behzod Baxtiyor o'g'li	
Внедрение и адаптация исламского банкинга в экономике узбекистана	906
Б.Б.Ахмаджанов, М. С.Шукруллаева, Д.Р.Сафаева	
Kichik biznesning iqtisodiy o'sishni ta'minlashdagi ahamiyatini baholash uslubiyoti.....	911
Ermatov Akmaljon Adxamovich	
"Neyromarketing" asosida o'zbekiston turizm brendi tahlili	916
Narziqulov Elbek Farxod o'g'li	
Xalqaro bozorlarda zamonaviy marketing vositalaridan foydalanish	922
Meliqulov Abduhalil Norinovich	
Tijorat banklarida muammoli kreditlar va ularning bank aktivlariga ta'siri.....	929
Saidov Bobir Jiyanboy o'g'li, Xolmuradov Musurmon Avlaqulovich	
Сущность и причины международных денежных переводов	936
Гимранова О. Б.	
Xo'jalik yurituvchi subyektlarda uzoq muddatli aktivlarning hisobi va auditini raqamli tvn texnologiyasi asosida takomillashtirish imkoniyatlari.....	941
Rizakulov Abdurauf Abdimutalibovich	
Biologik aktivlarning tushunchasi: iqtisodiy mazmuni va mohiyati.....	948
Ziyayev Dilshodjon Salimjonovich	
Xorijiy investitsiyalarni jalb qilishda iqtisodiy siyosatning roli: zamonaviy yondashuvlar.....	953
Xodjayev Jamshid Abduxakimovich	



Аналитический обзор: Развитие корпоративного управления в государственных корпорациях Узбекистана (2015–2025).....	958
Мамараджабов Фарход Бахтиярович	
O'zbekistonda transport infratuzilmasini rivojlantirish karidorlari	968
Nazriyev Umidjon Baxrillayevich	
Aylanma kapital bilan ishlashda samaradorlikni oshirish: korxona moliya siyosatini takomillashtirish yo'nalishlarida data science yondashuvlari	975
Khoshimov Doniyor, Kungratov Ilmurod Kuzibay o'g'li	
Davlat ulushi mavjud bo'lgan korxonalarda moliyaviy barqarorlikni ta'minlashda raqamli transformatsiyaning roli	982
Musurmonov Mehroj Murtaza o'g'li	
Iqtisodiyotni raqamlashtirishda tijorat banklariga moliyaviy resurslarni jalb qilish metodologiyasini takomillashtirish	988
Hamrayev Obid Akhatovich	
Tibbiy xizmatlarda raqamli texnologiyalarni joriy etish va uning samaradorlikka ta'siri (xorijiy tajriba).....	993
Usmonova Vasila Botirovna	
Tijorat banklarida muammoli kreditlarni boshqarish amaliyoti tahlili.....	997
Akramova Nargiza Nutfillayevna	
Using integrated marketing communications (IMC) in business management	1002
Ziyayeva M.M.	



USING INTEGRATED MARKETING COMMUNICATIONS (IMC) IN BUSINESS MANAGEMENT

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Abstract: The increasing use of social media has forced brands to integrate social media into their marketing communication channels, as it has become a necessity of the times, as it determines the overall brand identity, brand image and the company's performance in today's marketing competition. This study aims to trace the evolution and development of the concept of IMC and how it has transformed the approach to marketing communications. The results of the study will serve as a springboard for future research and applications in the field of marketing mix to create a strong foundation for the brand in the minds of physical and virtual customers.

Key words: integrated marketing communications (IMC), marketing, product, brand, marketing channels, word of mouth marketing, SEO.

Annotatsiya: Ijtimoiy tarmoqlardan foydalanishning ortib borayotgani brendlarni o'z marketing kommunikatsiyasi kanallariga ijtimoiy tarmoqlarni integratsiya qilishga majbur qildi, chunki bu zamon talabi bo'lib, u umumiy brend identiteti, brend imiji va kompaniya faoliyatini belgilovchi omilga aylandi. Ushbu tadqiqot integratsiyalashgan marketing kommunikatsiyalari (IMC) konsepsiyasining evolyutsiyasi va rivojlanishini, shuningdek, uning marketing kommunikatsiyalariga yondashuvdagi o'zgarishlarini o'rganishga qaratilgan. Tadqiqot natijalari marketing miksi sohasidagi keyingi tadqiqotlar va amaliyotlar uchun tayanch vazifasini bajarib, brendni real va virtual mijozlar ongida mustahkamlashga xizmat qiladi.

Kalit so'zlar: integratsiyalashgan marketing kommunikatsiyasi (IMC), marketing, mahsulot, brend, marketing kanallari, og'zaki marketing, SEO.

Аннотация: Рост популярности социальных сетей заставил бренды интегрировать их в свои маркетинговые коммуникационные каналы, так как это стало необходимостью времени. Социальные сети сегодня определяют общее восприятие бренда, его имидж и эффективность компании в условиях маркетинговой конкуренции. Цель данного исследования — проследить эволюцию и развитие концепции интегрированных маркетинговых коммуникаций (IMC), а также понять, как она изменила подход к маркетинговым коммуникациям. Результаты исследования послужат основой для будущих исследований и практического применения в рамках маркетингового комплекса с целью формирования прочного имиджа бренда как среди физических, так и виртуальных клиентов.

Ключевые слова: интегрированные маркетинговые коммуникации (IMC), маркетинг, продукт, бренд, маркетинговые каналы, сарафанное радио, SEO.

INTRODUCTION

Current marketing communications operate in an environment that is saturated with product messages and increasingly distracts consumers [1]. One of the most important changes is the dramatic increase in the communication options available to advertisers. In this regard, strategic consistency of all messages between the various elements of marketing communications is essential to ensure a consistent brand image that attracts consumers, as well as to achieve synergistic effects. This strategic consistency is recommended as the most recommended approach for developing integrated marketing communications (IMC) [2]. Most of the research on IMC focuses on evaluating the synergistic effects of this strategy to achieve economic and financial advantages.

However, one several studies have focused on analyzing how integration affects consumers themselves. Most of these studies used a variety of media in a coordinated advertising campaign [3]. However, they are not true integration, but only the coordination of communication tools. Other studies analyze the impact of various tools without explaining the criteria used to implement integration [4]. Integrated marketing is the search for the optimal ratio of all marketing tools used in a given market situation, which will have a synergistic effect. An



integrated marketing strategy is based on consistency and considers how it affects the processing, memory and relationships of consumers. Based on this, the scientific article also analyzes the role of an integrated marketing strategy in influencing the consumer's opinion about the purchase and creating a brand.

The fact that a modern market structure is being created in Uzbekistan and the marketing strategy is being improved necessitates the study of the theoretical and methodological foundations of integrated marketing. From this point of view, the topic of the scientific article is relevant and aims to develop proposals and recommendations on the directions of market activity management by using integrated marketing communications.

REVIEW OF LITERATURE ON THE SUBJECT

Integrated Marketing Communications (IMC) has emerged as a strategic imperative in modern business management, transcending traditional marketing practices by emphasizing message consistency across diverse channels. The evolution of IMC has been extensively examined by scholars, highlighting its central role in aligning promotional tools and enhancing brand equity.

Don E. Schultz, widely regarded as the pioneer of IMC, emphasized its strategic nature, arguing that marketing communications must be orchestrated to deliver a unified message that resonates across all consumer touchpoints. In his foundational work at Northwestern University, Schultz demonstrated how IMC supports customer-centric planning, shifting the focus from media-based strategies to outcome-oriented communication programs. He advocated for IMC as a management philosophy that aligns communication efforts with business goals and market realities.

Kitchen and Burgmann analyzed the conceptual development of IMC and noted its transformation from a tactical coordination tool to a holistic approach that integrates advertising, public relations, sales promotion, and digital marketing. Their findings suggest that effective IMC implementation strengthens brand coherence and improves organizational agility, especially in dynamic market environments.

Kliatchko contributed significantly to IMC theory by proposing a multi-level framework encompassing content integration, stakeholder integration, and cross-functional alignment. His research revealed that IMC is not merely a marketing function but a strategic organizational process requiring collaboration among departments such as sales, operations, and finance to ensure message consistency and customer engagement.

In the digital era, Mangold and Faulds emphasized the growing importance of social media as a component of IMC. They argued that platforms like Facebook, Twitter, and YouTube have expanded the IMC landscape by enabling real-time consumer interaction, user-generated content, and viral marketing. According to their study, integrating traditional and social media enhances message credibility and reach, especially among younger consumers.

Furthermore, the application of IMC in business management has demonstrated measurable outcomes. Studies by Reid, Luxton, and Mavondo identified a positive correlation between IMC maturity and business performance metrics such as customer loyalty, market share, and profitability. They concluded that firms with well-integrated communication strategies exhibit stronger brand equity and greater marketing ROI.

Overall, the literature underlines that IMC plays a critical role in unifying business messaging, fostering internal collaboration, and enhancing customer relationships. It is increasingly recognized as a core competence in strategic business management, especially as digital transformation accelerates and marketing ecosystems grow more complex.

RESEARCH METHODOLOGY

The research employed a mixed-method approach, combining qualitative content analysis of academic publications with quantitative data collected through structured surveys distributed to marketing professionals. The collected data were analyzed using descriptive statistics and thematic coding to identify key patterns in the implementation and impact of IMC strategies in business management.

ANALYSIS AND RESULTS

Integrated Marketing Communications (IMC) is the process of unifying a brand's messages so that they are consistent across all media used to reach a brand's target audience. It is a strategic approach that manages communications and tactics across all marketing channels. Every organization uses multiple channels to communicate with its audience. In today's digital world, it can be difficult to keep track of all the media outlets through which you can reach your potential customers. However, the intensity of the competition has made it necessary for many companies to focus on multiple marketing channels at once.

This can be explained by the following considerations [10]:

The need for consistency in the process of customers from product selection to purchase.



The purposeful use of the right mix of marketing channels helps to increase the effectiveness of the company. The IMC consists of a complex of interconnected marketing channels.

If we dwell on each case of analyzing the need for IMC, the following results can be seen:

1. The need for consistency in the process of customers from choosing a product to purchasing it. This process begins with informing the customer about the product or service, and helps to increase the customer's choice. It uses various means to interest him and encourage him to purchase the product.

It makes changes to the product, taking into account the customer's opinion (Figure 1).

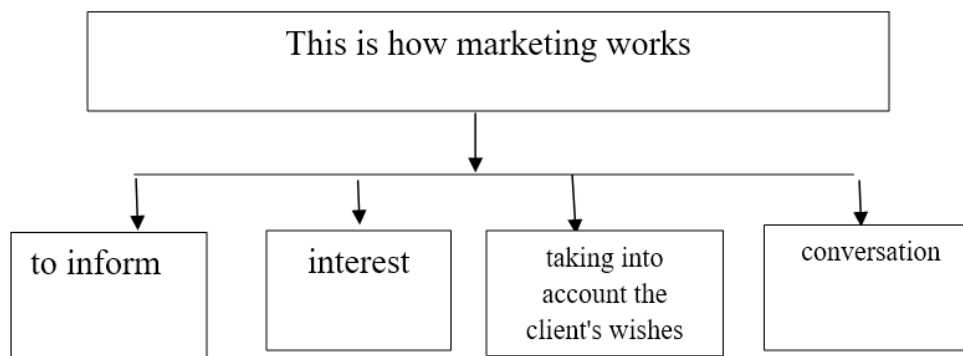


Figure 1. IMK in the process of customer selection from product selection to purchase

2. IMK helps in brand building.

The brand is the main factor that determines the price and shelf life of the product. Using IMK to build a brand quickly

and allows introduction.

3. Targeted use of the right mix of marketing channels helps to increase the company's efficiency

IMC forces you to rethink which marketing channels you are on and how you are using them. There are now many ways to reach people online and offline. However, increasing sales by supporting only one marketing channel may not be effective in the era of globalization. In general, the ideal way to integrate your communications is to spend 60% of your budget on brand building and the remaining 40% on increasing sales.

1. The IMC consists of a complex of interconnected marketing channels

This usually allows for the simultaneous use of word-of-mouth marketing and SEO marketing. For example, bloggers on social networks use word-of-mouth marketing to promote a product or company's website. In this case, customers coordinate the information they receive from word-of-mouth marketing with the information on the website (table 1).

Table 1. Advantages and disadvantages of using IMK [11]

Integrated marketing communication the advantages are as follows	Integrated marketing communication difficulties are as follows
Messages delivered across channels are only effective when they are integrated; IMC results in increased efficiency through internal capabilities and external communications.	It is complex and involves bringing together different budgets, initiatives, goals, and individuals;

By integrating your marketing communications, your company will be more effective. To adopt this strategy and implement an integrated company, you need to take a few key steps: Define your audience. Who are your target customers? Use internal data and research to understand their behavior and preferences. Identify the channels they are most likely to use. For example, TikTok, Instagram, and LinkedIn each have different age demographics. Listen to your customers' pain points and engage with people who can help shape the target audience.

- Build a team. Identify the departments that need to be involved.
- formulate tasks;
- set goals;
- plan the composition;



- create a visual theme with coded colors, fonts, and graphics;
- use emotions and stories to attract attention and increase engagement;
- consider the brand's history and uniqueness;
- choose a feature or quality that consistently emerges through repeated use;
- choose a voice and tone that is consistent with the brand identity, the company, and different audience segments;
- create landing pages to capture leads;
- determine how to adapt communication for different stages of the sales journey;
- create a workflow and schedule.

Integrated marketing communications is one of the most important marketing principles to understand today. However, its implementation can be fraught with complexities and difficulties. In particular [12]:

There are some obstacles to implementing a strategy. By far the biggest challenge is internal communication and collaboration. Such integration is inherently complex, as it involves bringing together different budgets, initiatives, goals, and people. However, the goal of the IMC should be to establish leadership that takes ownership and responsibility for planning, rather than letting things happen by accident. Another obstacle is implementation. Branding documents need to be clearly and consistently communicated to everyone, including contractors. When it comes time to implement them, the agenda can be vague and efforts can lose focus or disappear altogether. It is important to have a detailed plan in place to stay on track and to know in advance how they will be applied in different contexts.

CONCLUSION AND SUGGESTIONS

As a result of the analysis, the following conclusions were drawn:

IMC is a comprehensive marketing management system that allows for the effective use of various marketing tools, including advertising.

Various means of promoting sales are developed in the IMC.

Based on the above conclusions, the following proposals were formulated:

- IMC is a modern marketing tool that requires implementation regardless of the size of the company;
- The effectiveness of the IMC system is determined by its proximity to the customer
- The effectiveness of the IMK system is determined by its closeness to the customer, for the activities of companies that want to gain a competitive advantage through marketing tools recommended;
- Taking into account that the use of IMK is important in creating a brand, it is recommended to use it in the first stage of the product's life cycle..

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