International

scientific and practical conference

DECEMBER 6
2024

2024



STDF

Science technology& Digital finance

Google Scholar

The main directions of socio-economic development of New Uzbekistan: problems and solutions

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF THE REPUBLIC OF UZBEKISTAN

JIZZAKH BRANCH OF THE NATIONAL UNIVERSITY OF UZBEKISTAN NAMED AFTER MIRZO ULUGBEK

Scientific journal of Science technology & Digital finance

The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic

(December 6, 2024)

(Part 2)

Jizzakh-2024

Department of Economics and tourism of Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek
6.12.2024

The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic – Jizzahk: Department of economics and tourism of Jizzakh branch of the national university of Uzbekistan named after Mirzo Ulugbek, December 6, 2024, 450 pp.

Editors in charge: DSc.prof. Turakulov O.X., PhD. O'ralov A.I.

In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

MARKETING KONSEPSIYALARI VA ULARNING EVOLYUTSIYASI



Yaxiyayeva Muxayyo
Mirzo Ulug‘bek nomidagi O‘zbekiston Milliy universitetining Jizzax filiali

Annotatsiya: Ushbu maqola marketing konsepsiyalarining tarixiy rivojlanishi va ularning hozirgi kunda amaliyotda qanday qo‘llanilishini o‘rganadi. Marketing sohasidagi asosiy yondashuvlar va konsepsiyalar, bozor sharoitlari, texnologik inqiloblar va mijozlar ehtiyojlarining o‘zgarishi bilan qanday rivojlanib borishi tahlil qilinadi. Maqolada marketing konsepsiyalarining rivojlanish bosqichlari, jumladan, mahsulotga yo‘naltirilgan, sotishga yo‘naltirilgan, mijozga yo‘naltirilgan va ijtimoiy marketing konsepsiyalari kabi asosiy yondashuvlar ko‘rib chiqiladi. Shuningdek, raqamli marketing va innovatsion marketing metodlarining zamonaviy tendensiyalari ham muhokama qilinadi. Maqola marketing sohasidagi zamonaviy yondashuvlar, shuningdek, kompaniyalarning bozorni anglash, mijozlar bilan aloqalarni samarali boshqarish va uzoq muddatli muvaffaqiyatga erishish uchun amalga oshiradigan strategiyalarga alohida e'tibor qaratadi. Marketing konsepsiyalarining evolyutsiyasi, shuningdek, zamonaviy marketingning ekologik va ijtimoiy mas'uliyatga qaratilgan yondashuvlarini tushunishga yordam beradi.

Kalit so‘zlar: marketing konsepsiyalari, marketing evolyutsiyasi, mahsulotga yo‘naltirilgan marketing, sotishga yo‘naltirilgan marketing, mijozga yo‘naltirilgan marketing, ijtimoiy marketing, raqamli marketing, bozor sharoitlari

Kirish

Marketing — bu faqat mahsulot yoki xizmatlarni sotish bilan cheklanmaydigan keng qamrovli faoliyatdir. U bozorda talab va taklifni muvofiqlashtirish, mijozlar ehtiyojlarini aniqlash va ularga eng yaxshi tarzda javob berishni ta'minlashga qaratilgan strategiyalarni o‘z ichiga oladi. Marketing konsepsiyalari va yondashuvlari, o‘z navbatida, marketingni tashkil etuvchi asosiy g'oyalar va tamoyillardan iborat bo‘lib, ular vaqt o‘tishi bilan rivojlanib, o‘zgarib borgan. Ushbu maqolada marketing konsepsiyalarining tarixiy rivojlanishi va ularning hozirgi kunda amaliyotda qanday qo‘llanilishi tahlil qilinadi.

1. Marketing konsepsiyalarining rivojlanish tarixi

Marketing konsepsiyalari o‘zining boshlang'ich davridan boshlab, bozorda mahsulotni sotish va mijozlarga xizmat ko‘rsatishning turli yondashuvlarini o‘z ichiga olgan. Marketingning evolyutsiyasi bir necha bosqichlarga bo‘linadi.

1.1. Mahsulotga yo‘naltirilgan konsepsiya (Product Concept)

Mahsulotga yo‘naltirilgan konsepsiya 19-asrning oxiri va 20-asrning boshlarida rivojlandi. Ushbu konsepsiya asosida tashkilotlar o‘z mahsulotlarini ishlab chiqarishga ko‘proq e'tibor qaratgan va mahsulotni takomillashtirish orqali

sotish va foyda olishni maqsad qilgan. Mahsulotning sifati, ishlash qobiliyati va uning innovatsion xususiyatlari asosiy e'tiborni jalb qilgan. Ushbu yondashuvda marketing faqat mahsulotni ishlab chiqarish va uni bozorda tarqatishga qaratilgan edi, mijozlar ehtiyojlari yoki bozor talabiga kamroq e'tibor qaratilgan.

1.2. Sotishga yo‘naltirilgan konsepsiya (Selling Concept)

20-asrning boshlarida, bozorning raqobatlashuvchanligi va ishlab chiqarishning rivojlanishi natijasida sotishga yo‘naltirilgan yondashuv paydo bo‘ldi. Bu yondashuvda ishlab chiqaruvchi korxonalar mahsulotni bozorda muvaffaqiyatli sotish uchun agressiv reklama va sotish strategiyalarini qo‘llagan. Mahsulot yoki xizmatlarning sifatiga nisbatan ko‘proq e'tibor qaratilgani bilan birga, bozorni to‘ldirish, mahsulotlarni sotish va iste'molchilarni jalb etish asosiy maqsad bo‘lgan. Bu yondashuvda sotuvchilar tomonidan marketingni faqat sotish jarayoni deb tushunilgan.

1.3. Mijozga yo‘naltirilgan konsepsiya (Marketing Concept)

1940-1950-yillarda marketingga bo‘lgan yondashuv o‘zgara boshladi. Mijozga yo‘naltirilgan konsepsiya asosida tashkilotlar mijozlar ehtiyojlariga, istaklariga va talablariga mos mahsulot yoki xizmatlarni ishlab chiqarishga qaratilgan. Bu yondashuvda asosiy e'tibor mijozni anglash, uning ehtiyojlarini qondirish va uzoq muddatli munosabatlar o‘rnatish bo‘lgan. Mijozning ehtiyojlarini tahlil qilish va ishlab chiqarish jarayonlarini shu ehtiyojlarga moslashtirish bu konsepsiyaning markazida joylashgan. Mijozga yo‘naltirilgan marketing orqali, mahsulot yoki xizmatlar faqat sotish uchun emas, balki mijozlarning uzoq muddatli qoniqishiga xizmat qilish uchun ishlab chiqilgan.

1.4. Ijtimoiy marketing konsepsiyasi (Societal Marketing Concept)

1960-1970-yillarda marketingda ijtimoiy mas'uliyatning ahamiyati oshdi. Ijtimoiy marketing konsepsiyasi marketingning faqat iqtisodiy va tijorat manfaatlari emas, balki ijtimoiy manfaatlarni ham hisobga olish zarurligini ta'kidlaydi. Bu yondashuvda korxonalar o‘z faoliyatini faqat foyda olish uchun emas, balki jamoat, atrof-muhit va jamiyat uchun foyda keltirish uchun amalga oshirishi kerak. Ijtimoiy marketingda mahsulot va xizmatlar, shuningdek, ularni ishlab chiqarish jarayonlari ekologik, ijtimoiy va axloqiy jihatlardan ham baholanadi. Bu yondashuv jamiyat ehtiyojlariga moslashish, atrof-muhitni himoya qilish va aholi salomatligini ta'minlash kabi tamoyillarga asoslanadi.

1.5. Raqamli marketing konsepsiyasi (Digital Marketing Concept)

Bugungi kunda raqamli texnologiyalar va internet marketingni o‘zgartirib yubordi. Raqamli marketing konsepsiyasi onlayn platformalar, ijtimoiy media, SEO (Search Engine Optimization) va PPC (Pay Per Click) reklamalariga tayanadi. Bu yondashuvda marketing strategiyalari ko‘proq internet orqali amalga oshiriladi va mijozlar bilan o‘zaro aloqalar raqamli platformalarda o‘rnatiladi. Raqamli marketing zamonaviy texnologiyalarni o‘z ichiga olgan holda mijozlarni jalb qilish, ular bilan interaktiv aloqalar o‘rnatish va mijoz tajribasini yaxshilashni maqsad qiladi.

2. Marketing konsepsiyalarining rivojlanishidagi asosiy sabablar

Department of Economics and tourism of Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek
6.12.2024

Marketing konsepsiyalarining evolyutsiyasi bir qator omillar bilan bog'liq. Ularning asosiylari quyidagilardan iborat:

- **Bozorning o‘zgarishi:** Bozorlar doimiy ravishda o‘zgaradi. Iste'molchilar talablarining o‘zgarishi, raqobatning kuchayishi, iqtisodiy sharoitlar va texnologiyalarning rivojlanishi marketing yondashuvlariga ta'sir ko‘rsatadi.
- **Texnologik taraqqiyot:** Texnologiyalarni rivojlanishi marketingning samaradorligini oshirishga yordam berdi. Masalan, internet, mobil texnologiyalar va big data marketingni yanada kuchaytirdi.
- **Ijtimoiy va madaniy omillar:** Jamiyatning o‘zgaruvchan ehtiyojlari, ijtimoiy axloq va ekologik talablar marketingning yangi konsepsiyalarini shakllantirdi. Ijtimoiy marketing va ekologik mas'uliyatli biznes faoliyati shu omillarga javob sifatida yuzaga keldi.
- **Mijozlarning o‘zgaruvchi talab va istaklari:** Mijozlarning ehtiyojlari va xohishlarini tushunish va qondirish marketingning asosiy maqsadiga aylandi. Shuningdek, mijozlarga yanada ko‘proq qiymat taqdim etish marketing strategiyalarini shakllantiradi.

3. Marketing konsepsiyalarining hozirgi kunda qo‘llanilishi

Marketing konsepsiyalarining bugungi kunda qo‘llanilishi korxonalarning yirik muvaffaqiyatlarining asosini tashkil etadi. Mijozlarga yo‘naltirilgan marketing va ijtimoiy marketing konsepsiyalari hozirgi kunda tashkilotlar tomonidan keng qo‘llanilmoqda. Korxonalar mijozlarning ehtiyojlarini tushunib, ularga sifatli mahsulot va xizmatlarni taqdim etishga intilmoqda. Raqamli marketing esa onlayn bozorlar va internet orqali mijozlarga xizmat ko‘rsatishda eng asosiy vosita bo‘lib qolmoqda.

Xulosa

Marketing konsepsiyalarining rivojlanishi bozordagi o‘zgarishlar, texnologik taraqqiyot, ijtimoiy talablar va mijozlarning ehtiyojlariga javob sifatida yuzaga keldi. Marketing sohasidagi yondashuvlar va metodologiyalar turli davrlar mobaynida evolyutsiyalashib, kompaniyalarga mijozlar bilan yanada samarali aloqalar o‘rnatishga yordam berdi. Hozirgi kunda marketing strategiyalarining samaradorligi ko‘proq mijozga yo‘naltirilgan yondashuvlarga, ekologik va ijtimoiy mas'uliyatga asoslanmoqda, shuningdek, raqamli marketingning o‘rni tobora ortib bormoqda.

Foydalanilgan adabiyotlar:

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
2. McKenna, R. (1991). *Relationship Marketing: Successful Strategies for the Age of the Customer*. Addison-Wesley.
3. Levitt, T. (1960). *Marketing Myopia*. Harvard Business Review, 38(4), 45-56.
4. Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. Pearson Prentice Hall.

Department of Economics and tourism of Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek
6.12.2024

5. Mansurov S., Mamatov F., Fazliddin M. COMPARISON OF THE CONCEPTS OF THE BUSINESS SEGMENT AND THE CENTER OF RESPONSIBILITY USED IN THE MANAGEMENT SYSTEM OF RETAIL ENTERPRISES //Science technology&Digital finance. – 2023. – T. 1. – №. 4. – C. 203-208.
6. Mansurov S., Kochimova S., Mukhtorov F. THE FINANCIAL STRATEGY OF THE ORGANIZATION AS A FACTOR OF ENSURING ECONOMIC SECURITY IN THE LONG TERM //Science technology&Digital finance. – 2023. – T. 1. – №. 4. – C. 209-213.
7. Petrovna S. M., Nizametdinov A., Mansurov S. FINANCIAL CRISES AND THEIR IMPACTS ON THE ECONOMY //SPAST Abstracts. – 2023. – T. 2. – №. 02.
8. Mansurov S. FORECASTS FOR THE ECONOMY OF UZBEKISTAN //Science technology&Digital Finance. – 2023. – T. 1. – №. 3. – C. 187-195.
9. Alqor o’gli M. S., Farrukh M., Fazliddin M. THE ECONOMY OF EUROPE—CHARACTERISTICS, FEATURES //ОБРАЗОВАНИЕ НАУКА И ИННОВАЦИОННЫЕ ИДЕИ В МИРЕ. – 2023. – T. 34. – №. 1. – C. 19-23.
10. Shahzod M. O‘ZBEKISTONDA RAQAMLI IQTISODIYOTNI RIVOJLANTIRISH //International Journal of Contemporary Scientific and Technical Research. – 2023. – C. 153-156.
11. Mansurov S. O’zbekistonda raqamli iqtisodiyotni rivojlantirish. – 2023.
12. Alqor o’g'li M. S., Farrukh M., Sevinch K. PROMOTION OF CYBERSECURITY AMONG YOUNG PEOPLE //ОБРАЗОВАНИЕ НАУКА И ИННОВАЦИОННЫЕ ИДЕИ В МИРЕ. – 2023. – T. 34. – №. 1. – C. 14-18.
13. Sirlibekov H., Mansurov S., Mamatkarimov H. IQTISODIY RIVOJLANISH VA UNING IQTISODIY O‘SISH BILAN ALOQASI //International Journal of scientific and Applied Research. – 2024. – T. 1. – №. 2. – C. 149-152.
14. Mansurov S., Tajibayev A. YASHIL IQTISODIYOT VA XALQARO SAVDO: BARQAROR RIVOJLANISH SARI //International Journal of scientific and Applied Research. – 2024. – T. 1. – №. 2. – C. 43-46.
15. Mansurov S. KRIPTOVALYUTALAR-RAQAMLI PUL: AFZALLIKLARI VA KAMCHILIKLARI //International Journal of scientific and Applied Research. – 2024. – T. 1. – №. 3. – C. 202-207.
16. Mansurov S., Ergashev N. BIZNES DUNYOSIDAGI BIZNES ETIKASI VA ODOB-AXLOQ QOIDALARI //International Journal of scientific and Applied Research. – 2024. – T. 1. – №. 2. – C. 33-40.
17. Mansurov S., Majidov I. NORMATIV BIZNES ETIKASI //International Journal of scientific and Applied Research. – 2024. – T. 1. – №. 2. – C. 84-89.
18. Mansurov S., Suvanov I. BIZNESDA AXLOQNING AHAMIYATI //International Journal of scientific and Applied Research. – 2024. – T. 1. – №. 2. – C. 118-121.