

MUHANDISLIK

& IQTISODIYOT

№12

ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

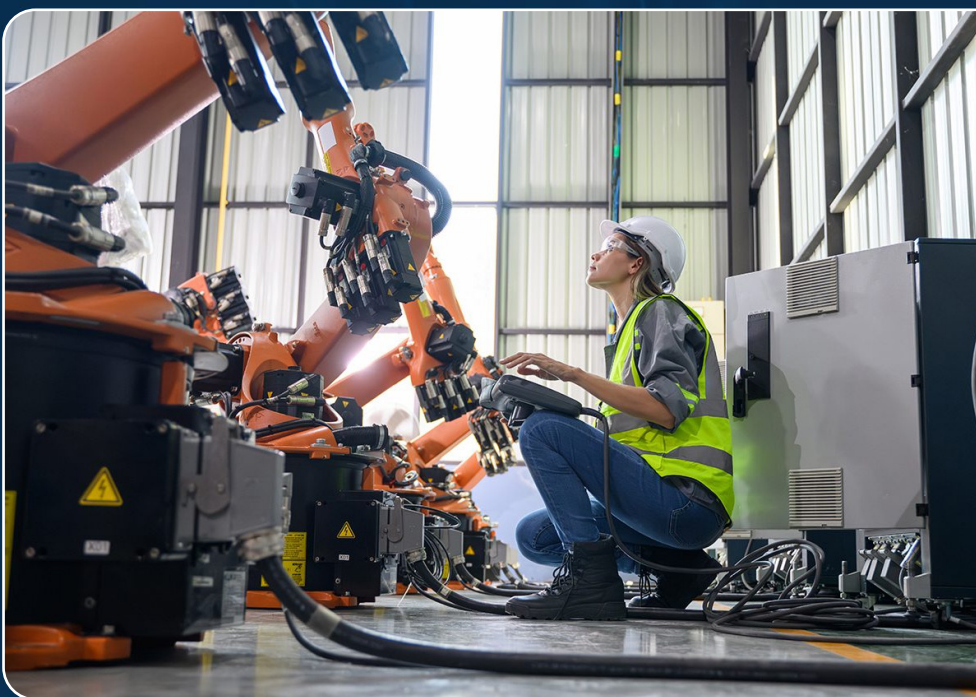
2025 dekabr



Milliy nashrlar

OAK: <https://oak.uz/pages/4802>

05.00.00 – Texnika fanlari
08.00.00 – Iqtisodiyot fanlar



Google Scholar

OPEN ACCESS

ULRICHSWEB®
GLOBAL SERIALS DIRECTORY

Academic
Resource
Index
ResearchBib

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

CYBERLENINKA

OpenAIRE

ROAD

INDEX COPERNICUS
INTERNATIONAL

BASE

Crossref

НАУЧНАЯ ЭЛЕКТРОННАЯ
БИБЛИОТЕКА
LIBRARY.RU



ISSN: 3060-463X

РЭУ.РФ
РОССИЙСКИЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ
ИМЕНИ Г.В. ПЛЕХАНОВА
ТАШКЕНТСКИЙ ФИЛИАЛ



muhandislik **& iqtisodiyot**

ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

Elektron nashr, 1349 sahifa.
2025-yil, dekabr

Bosh muharrir:

Zokirova Nodira Kalandarovna, iqtisodiyot fanlari doktori, DSc, professor

Bosh muharrir o'rinbosari:

Shakarov Zafar G'aforovich, iqtisodiyot fanlari bo'yicha falsafa doktori, PhD, dotsent

Tahrir hay'ati:

Abduraxmanov Kalandar Xodjayevich, O'z FA akademigi, iqtisodiyot fanlari doktori, professor

Sharipov Kongratbay Avezimbetovich, texnika fanlari doktori, professor

Maxkamov Baxtiyor Shuxratovich, iqtisodiyot fanlari doktori, professor

Abduraxmanova Gulnora Kalandarovna, iqtisodiyot fanlari doktori, professor

Shaumarov Said Sanatovich, texnika fanlari doktori, professor

Turayev Bahodir Xatamovich, iqtisodiyot fanlari doktori, professor

Nasimov Dilmurod Abdulloyevich, iqtisodiyot fanlari doktori, professor

Allayeva Gulchexra Jalgasovna, iqtisodiyot fanlari doktori, professor

Arabov Nurali Uralovich, iqtisodiyot fanlari doktori, professor

Maxmudov Odiljon Xolmirzayevich, iqtisodiyot fanlari doktori, professor

Xamrayeva Sayyora Nasimovna, iqtisodiyot fanlari doktori, professor

Bobonazarova Jamila Xolmurodovna, iqtisodiyot fanlari doktori, professor

Irmatova Aziza Baxromovna, iqtisodiyot fanlari doktori, professor

Bo'taboyev Mahammadjon To'ychiyevich, iqtisodiyot fanlari doktori, professor

Shamshiyeva Nargizaxon Nosirxuja kizi, iqtisodiyot fanlari doktori, professor,

Xolmuxamedov Muhsinjon Murodullayevich, iqtisodiyot fanlari nomzodi, dotsent

Xodjayeva Nodiraxon Abdurashidovna, iqtisodiyot fanlari nomzodi, dotsent

Amanov Otabek Amankulovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent

Toxirov Jaloliddin Ochil o'g'li, texnika fanlari bo'yicha falsafa doktori (PhD)

Qurbonov Samandar Pulatovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Zikriyoyev Aziz Sadulloyevich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Tabayev Azamat Zaripbayevich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Sxay Lana Aleksandrovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent

Ismoilova Gulnora Fayzullayevna, iqtisodiyot fanlari nomzodi, dotsent

Djumaniyazov Umrbek Iloxamovich, iqtisodiyot fanlari nomzodi, dotsent

Kasimova Nargiza Sabitdjanovna, iqtisodiyot fanlari nomzodi, dotsent

Kalanova Moxigul Baxritdinovna, dotsent

Ashurzoda Luiza Muxtarovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Sharipov Sardor Begmaxmat o'g'li, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Sharipov Botirali Roxataliyevich, iqtisodiyot fanlari nomzodi, professor

Tursunov Ulug'bek Sativoldiyevich, iqtisodiyot fanlari doktori (DSc), dotsent

Bauyetdinov Majit Janizaqovich, Toshkent davlat iqtisodiyot universiteti dotsenti, PhD

Botirov Bozorbek Musurmon o'g'li, Texnika fanlari bo'yicha falsafa doktori (PhD)

Sultonov Shavkatjon Abdullayevich, Kimyo fanlari doktori, (DSc)

Jo'raeva Malohat Muhammadovna, filologiya fanlari doktori (DSc), professor.

Yusupov Maxamadamin Abduxamidovich, iqtisodiyot fanlari nomzodi (DSc), professor

Kalonova Moxigul Baxritdinovna, iqtisodiyot fanlari nomzodi (PhD), dotsent

Mirzayev Kulmamat Djanzakovich, iqtisodiyot fanlari nomzodi (DSc), professor.

Karimova Nilufar Sadirdin qizi, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)

Norboyev Odil Abrayevich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent

muhandislik & iqtisodiyot

ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

- 05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellashtirish
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
- 05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 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

Ma'lumot uchun, OAK
Rayosatining 2024-yil 28-avgustdagi 360/5-son qarori bilan "Dissertatsiyalar asosiy ilmiy natijalarini chop etishga tavsiya etilgan milliy ilmiy nashrlar ro'yxati"ga texnika va iqtisodiyot fanlari bo'yicha "Muhandislik va iqtisodiyot" jurnali ro'yxatga kiritilgan.

Muassis: "Tadbirkor va ishbilarmon" MChJ

Hamkorlarimiz:

1. Toshkent shahridagi G.V.Plexanov nomidagi Rossiya iqtisodiyot universiteti
2. Toshkent davlat iqtisodiyot universiteti
3. Toshkent irrigatsiya va qishloq xo'jaligini mexanizatsiyalash muhandislari instituti" milliy tadqiqot universiteti
4. Islom Karimov nomidagi Toshkent davlat texnika universiteti
5. Muhammad al-Xorazmiy nomidagi Toshkent axborot texnologiyalari universiteti
6. Toshkent davlat transport universiteti
7. Toshkent arxitektura-qurilish universiteti
8. Toshkent kimyo-texnologiya universiteti
9. Jizzax politexnika instituti



MUNDARIJA

RASMIY RIVOJLANISH YORDAMI (OFFICIAL DEVELOPMENT ASSISTANCE, ODA) ORQALI O'ZBEKISTONDA DAVLAT MOLIYASINI BOSHQARISH (PUBLIC FINANCIAL MANAGEMENT, PFM) TIZIMINI TAKOMILLASHTIRISH	24
Pulatov Dilshod Haqberdiyevich, Ulug'ova Maftunabonu To'iqinovna	
INNOVATIVE TECHNOLOGIES IN LEADING WHEAT-PRODUCING COUNTRIES.....	28
Turayeva Gulizahro	
BLOKCHEYN TIZIMLARI UCHUN XESH FUNKSIYALARNI TANLASH MEZONLARI VA SAMARADORLIK KO'RSATKICHLARI TAHLILI	32
Abduraximov Baxtiyor, Allanov Orif, Turdibekov Baxtiyor	
RIVOJLANGAN DAVLATLAR TAJRIBASI ASOSIDA KICHIK KORXONALARDA ISHLAB CHIQRISHNI SAMARALI TASHKIL ETISH MODELLARI: NAMANGAN VILOYATI MISOLIDA	39
Xonto'rayev Obbosxon Kamolxon o'g'li	
ISSIQLIK AKKUMULYATORINING RAZRYADLANISH JARAYONIDA SUYUQLIK QATLAMLARIDA HARORAT TAQSIMLANISHINING BIR O'LCHOVLI MODEL I	43
B.A. Hikmatov, M.S. Mirzayev	
ISLOM MOLIYASI TAMOYILLARI ASOSIDA YASHIL LOYIHALARNI MOLIYALASHTIRISH IMKONIYATLARI.....	49
Safarova Nasiba Gulmurod qizi	
ПРИМЕНЕНИЕ ИНТЕЛЛЕКТУАЛЬНЫХ СИСТЕМ В ОБУЧЕНИИ СПЕЦИАЛИСТОВ ПО ИНФОРМАЦИОННЫМ ТЕХНОЛОГИЯМ.....	54
Даниярова Улбосын Куатбаевна	
YANGI TURDAGI IKKI QATLAMLI TRIKOTAJ TO'QIMALARI KO'RSATKICHLARINI KOMPLEKS BAHOLASH	58
Ergasheva Rashida Abdug'aniyevna	
HALQALI YIGIRISH MASHINASIDA BURAM UCHBURCHAGINING IP UZILISHIGA BOG'LIQLIGINI TADQIQI.....	62
Soliyev Azizbek Kamoldinovich	
НОВЫЕ ТЕНДЕНЦИИ ТУРИЗМА 2030: СТРАТЕГИЧЕСКИЕ ОРИЕНТИРЫ И РЕКОМЕНДАЦИИ ДЛЯ УЗБЕКИСТАНА	69
Гольшева Елена Вячеславовна	
STRATEGIK JARAYONNING MODELLARI	76
Musayeva Dilnoza Dilshatovna	
МАТЕМАТИЧЕСКИЕ МОДЕЛИ ОЦЕНКИ СТОИМОСТИ КВАРТИР В МНОГОЭТАЖНЫХ ДОМАХ.....	81
Уринов Адхамжон Акбарович	
MATERIALLARNI MURAKKAB YASSI TRAEKTORIYALAR BO'YICHA DEFORMASIYALANTIRISHDA PLASTIK DEFORMASIYALANISH JARAYONLARI	88
A.Xakimov, X.Xakimov	
TIJORAT BANKLARI TOMONIDAN LOYIHALARNI ISLOM MOLIYA INSTRUMENTLARI ORQALI MOLIYALASHTIRISH YO'LLARI.....	95
Xaitov Shaxzod Sharipboyevich	
SANOAT KORXONALARINING RAQOBATBARDOSHLIGINI OSHIRISH CHORA-TADBIRLARINING KETMA KETLIGI	102
Xusanova Maloxat Mengnorovna	
TO'QIMACHILIK KORXONALARIDA LOGISTIKA XARAJATLARI TAHLILI	107
Saidova Kamola Xoshimovna	



OZIQ-OVQAT SANOATINI IQTISODIY RIVOJLANTIRISHDA EKOLOGIK MUAMMOLAR VA ULARNI YECHISHNING METODOLOGIK YONDASHUVLARI	111
Tleuv Niyetulla Raxmanovich	
YUQORI MUSTAHKAM KOMPOZIT ARMATURALARDAN FOYDALANILGAN TEMIRBETON KONSTRUKSIYALARINING YUK KO'TARUVCHANLIGI VA UZOQ MUDDATLI DEFORMATSIYALARINI BAHOLASH	114
Mamajanova Odina Alisher qizi	
KORXONALARDA DAROMADLILIK KO'RSATKICHLARINI BAHOLASHNING ZAMONAVIY YONDASHUVLARI	119
Farog'at Xo'jabekova, Eshankulova Nafisa Komiljon qizi	
TEMIR YO'L INFRATUZILMASIDA YASHIL IQTISODIYOT TAMOYILLARINI QO'LLASH: CSR, ESG VA PRI ASOSIDA BARQAROR RIVOJLANISH STRATEGIYASINI SHAKLLANTIRISH	124
Abduraxmanova Muqaddas Toxtasinovna	
THE ROLE OF ARTIFICIAL INTELLIGENCE IN OPTIMIZING MARKETING AND EDUCATIONAL PROCESSES IN HIGHER EDUCATION	128
Sadikov Shoxrux Shuhratovich	
BANK FAOLIYATIDA "YASHIL" MOLIYAVIY VOSITALARDAN FOYDALANISHNING NAZARIY ASOSLARI.....	133
Abduraxmonov Alimardon Sodiq o'g'li	
TIJORAT BANKLARI TOMONIDAN LOYIHALARNI ISLOM MOLIYA INSTRUMENTLARI ORQALI MOLIYALASHTIRISH YO'LLARI	139
Xaitov Shaxzod Sharipboyevich	
BOSHQARUV PSIXOLOGIYASIGA DOIR MUAMMOLARNI BARTARAF ETISHNING ZAMONAVIY YO'NALISHLARI	145
Aripov Oybek Abdullayevich	
TADBIRKORLIK SUBYEKTLARIDA INNOVATSIYALARNI JORIY ETISHNING IQTISODIY SAMARALARI	150
Karimov Nodirbek	
УТИЛИЗАЦИЯ ПОБОЧНЫХ ПРОДУКТОВ ПЕРЕРАБОТКИ ХЛОПКА ДЛЯ СИНТЕЗА АНТИКОРРОЗИОННЫХ КОМПОЗИЦИОННЫХ ПОКРЫТИЙ.....	155
Ситмуратов Тулкинбек Сабирбаевич, Баходиров Худайберган Баходир угли	
SANOAT KORXONALARIDA MOLIYAVIY BARQARORLIKNI TA'MINLASHNING METODOLOGIK ASOSLARI.....	163
Ergashev Muhibbek Aslam o'g'li	
O'ZBEKISTON TO'QIMACHILIK SANOATIDA XORIJIY INVESTITSIYALAR SAMARADORLIGINI OSHIRISH YO'NALISHLARI	168
Nazarova A.N.	
АВТОМАТИЗИРОВАННАЯ СИСТЕМА РАСЧЁТА ПОКАЗАТЕЛЕЙ ЭФФЕКТИВНОСТИ СОТРУДНИКОВ ОРГАНИЗАЦИИ	172
Шухратов Мамуржон Шухрат угли	
BLOCKCHIAN, IOT (INTERNET OF THINGS) NING IQTISODIY SOHALARDA QO'LLANISHI	178
Avazov Ergash Xidirberdiyevich	
O'ZBEKISTONDA INVESTITSIYALARNI MOLIYAVIY BOSHQARISHNING JORIY HOLATI VA EKONOMETRIK TAHLILLAR ASOSIDA KELGUSI YILLAR PROGNOZI.....	182
Ismailov Dilshod Anvarjonovich	
QISHLOQ XO'JALIGI KLASTERLARI MOLIYAVIY HOLATINING NAZARIY JIHATLARI	190
Dildora Yuldasheva	
TURIZM SOHASIDA TRANSPORT XIZMATLARINING HOLATI	194
Xalimov Shaxboz Xalimovich	
MAHALLA BUDJETI VA SOLIQLARNING YIG'ILUVCHANLIGINI OSHIRISH YO'LLARI	200
Abdullayev Zafarbek Safibullayevich	



BUDJET TASHKILOTLARIDA QURILISH-TA'MIRLASH XARAJATLARI HISOBINING USLUBIY JIHATLARI.....	206
<i>Azizova Zilola Lochinovna</i>	
KOSHI – BUNYAKOVSKIY – SHVARS INTEGRAL TENGSIZLIGI VA UNING IQTISODIYOTDAGI ROLI.....	212
<i>Saipnazarov Shaylovbek Aktamovich</i>	
ИНТЕГРАЦИЯ ПРИНЦИПОВ ЦИРКУЛЯРНОЙ ЭКОНОМИКИ В АГРОПРОДОВОЛЬСТВЕННЫЙ СЕКТОР УЗБЕКИСТАНА: ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ, ПЕРЕРАБОТКА БИОМАССЫ И СТРАТЕГИИ СОКРАЩЕНИЯ ПОСТУБОРОЧНЫХ ПОТЕРЬ	219
<i>Эгамбердиев Хумоюн Хамрокулович</i>	
HOVUZ BALIQCHILIGI XO'JALIKLARIDA REJALASHTIRISHNING MUDDATLARI VA BOSQICHLARI	227
<i>Dosmuratova Shaxista Kengashovna, Menglikulov Bakhtiyor Yusupovich</i>	
O'ZBEKISTON SHAROITIDA KICHIK BIZNESNI QO'LLAB-QUVVATLASH TIZIMINI TAKOMILLASHTIRISH YO'LLARI	233
<i>Ergashev Jamshid Jamoliddinovich</i>	
KON-METALLURGIYA KORXONALARINING KORPORATIV BOSHQARUV TIZIMIDA KPINING O'RNI VA AHAMIYATI.....	237
<i>Ergashov Botirjon Ergashovich</i>	
SANOAT KORXONALARIDA INNOVATSION TEXNOLOGIYALARNI JORIY ETISHNING IQTISODIY SAMARADORLIGI.....	245
<i>Ahmadjanov Ilyosbek</i>	
ACCELERATING SOCIOECONOMIC DEVELOPMENT IN RURAL AREAS THROUGH DIGITAL TECHNOLOGIES: A COMPREHENSIVE ANALYSIS	250
<i>O.Q. Xudayberdiyeva, Z.B. Negmatullayeva</i>	
ISSIQXONALARDAN FOYDALANISHNING OZIQ-OVQAT XAVFSIZLIGIGA TA'SIRI BO'YICHA MUAMMONI ASOSLASH VA UNING MILLIY MANFAATLARGA ALOQADORLIGINI ANIQLASH	256
<i>Otavullaev Sukhrob Sa'dullo o'g'li</i>	
NAMANGAN VILOYATIDA DON MAHSULOTLARI NARXLARINI SHAKLLANTIRISHDA BOZOR TAJRIBASI	260
<i>Bahriddinov Jahongirbek Ravshanjon o'g'li</i>	
RAQAMLI IQTISODIYOTGA O'TISHNING JAHON TAJRIBASI: MUAMMO VA ISTIQBOL	264
<i>Mamadaliyev Akmaljon</i>	
ПОВЫШЕНИЕ СОЦИАЛЬНОЙ ЗНАЧИМОСТИ НАЛОГОВ В НОВОЙ ЭКОНОМИЧЕСКОЙ СИТУАЦИИ.....	269
<i>Зайналов Джахонгир Расулович</i>	
FARG'ONA VODIYSIDA KICHIK BIZNES VA TADBIRKORLIK SUBYEKTLARI FAOLIYATINI RIVOJLANTIRISHNING HUDUDIY XUSUSIYATLARI	274
<i>Murodxiyeva Feruza Majidovna</i>	
TOG' VA TOG'OLDI HUDUDLARIDA IQLIM O'ZGARISHI SHAROITIDA QISHLOQ XO'JALIGI BARQARORLIGINI TA'MINLASH STRATEGIYALARI.....	280
<i>Abdulxayeva Gulshan Maxmudovna</i>	
LABOR MIGRATION IN UZBEKISTAN: SOCIO-ECONOMIC TRENDS AND DEVELOPMENT PROSPECTS	285
<i>Razakova Barno Sayfiyeva</i>	
U-NET BASED POLYP SEGMENTATION ON KVASIR-SEG DATASET: PERFORMANCE EVALUATION AND COMPARISON WITH STATE-OF-THE-ART METHODS	289
<i>Mukhriddin Arabboev, Shohruh Begmatov, Sukhrob Bobojanov</i>	



IQTISODIYOT TARMOQLARI VA SOHALARI RIVOJLANISHIDA SUN'YI INTELLEKTDAN FOYDALANISH MASALALARI	300
<i>Davletov Islambek Xalikovich, Normirzayev Ulmasjon Muzaffarjon o'g'li</i>	
IQTISODIYOTDA SAMARALI RAQOBAT MUHITINI SHAKLLANTIRISH SHART-SHAROITLARI VA OMILLARI	304
<i>Karimova Iroda Abdusattarovna</i>	
"MENING MAKTABIM" LOYIHASINI OMMALASHTIRISH BO'YICHA XORIJIY MAMLAKATLAR TAJRIBASI	311
<i>Diilshod Pulatov, Xamidaxon Akbarova, Dildora Mirzayeva</i>	
ISSUES OF SUSTAINABLE DEVELOPMENT IN THE EDUCATION MARKET	320
<i>Inomiddin Imomov</i>	
СОВЕРШЕНСТВОВАНИЕ МЕТОДА ОЦЕНКИ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ С УЧЕТОМ СТЕПЕНИ НОВИЗНЫ И ЭФФЕКТОВ	324
<i>Алиева Эльнара Аметовна</i>	
ИНТЕГРАЦИЯ ЦИФРОВЫХ БИЗНЕС-МОДЕЛЕЙ В СИСТЕМУ КОНКУРЕНТНЫХ ПРЕИМУЩЕСТВ ПРЕДПРИЯТИЙ В УЗБЕКИСТАНЕ	331
<i>Назарова Гулчехра Нурмуханбетовна</i>	
ECONOMIC GROWTH: THEORETICAL AND PRACTICAL ASPECT	336
<i>Bustonov Mansurjon Mardonakulovich</i>	
AGROKLASTERDAGI XO'JALIK YURITUVCHI SUBYEKTLAR O'RTASIDAGI O'ZARO ALOQALAR MEKANIZMINING BUGUNGI HOLATI	342
<i>Xaydarov Sardor Komil o'g'li</i>	
SIMSIZ ALOQA TEXNOLOGIYALARI YORDAMIDA TEMIR YO'L STANSIYALARIDA POYEZDLAR HARAKATINI TASHKIL ETISH	350
<i>Joniqulov Egamberdi Shavkat o'g'li</i>	
GENDER SIYOSATI VA DEMOGRAFIK O'SISHNING INSON KAPITALIGA TA'SIRI	357
<i>Ruzmetova Gulira'no Atabekovna</i>	
СОСТОЯНИЕ ВИТАМИННО-МИНЕРАЛЬНОГО ОБМЕНА (ВИТАМИН D, КАЛЬЦИЙ, МАГНИЙ, ФОСФОР) У ДЕТЕЙ РАННЕГО ВОЗРАСТА С ОСТРОЙ ПНЕВМОНИЕЙ НА ФОНЕ ВЕГЕТАТИВНЫХ ДИСФУНКЦИЙ	364
<i>Абдурахмонов Жасур Нематович, Шарипова Олия Аскарровна, Бахронов Шерзод Самиевич</i>	
YASHIL IQTISODIYOTNING MOHIYATI VA TARKIBIY TUZILISHI	373
<i>Kalandarova Elnura Muzaffar qizi</i>	
ОСНОВНЫЕ НАПРАВЛЕНИЯ ОЦЕНКИ ФИНАНСОВОЙ УСТОЙЧИВОСТИ АО ХУДУДГАЗТАЪМИНОТ	377
<i>Хусанов Дурбек Нишанович</i>	
ТЕМИР YO'L TRANSPORTIDA NAZORAT GABARIT QURILMALARINING ZAMONAVIY HOLATI, TAHLILI VA HARAKAT TAKRIBI GABARITLARINI ANIQLASH USULINI TAKOMILLASHTIRISH	384
<i>Xidirov Erkin Irgashovich</i>	
QISHLOQ XO'JALIGIDA SUV RESURSLARIDAN FOYDALANISH VA SAMARALI TAQSIMLASHDA RIVOJLANGAN XORIJIY MAMLAKATLAR TAJRIBALARI	391
<i>Amanbaev Amanali Ortazbaevich</i>	
GLOBAL DARAJADA FAOLIYAT YURITADIGAN BRONLASH TIZIMLARINING ILG'OR XORIY TAJRIBALARI	396
<i>Ismatillaeva Sitara Sayfidin qizi</i>	
DAVLAT-XUSUSIY SHERIKLIGI ASOSIDA INFRATUZILMA LOYIHALARNI MOLiyALASHTIRISHNING NORMATIV-HUQUQIY ASOSLARI	403
<i>Akmal Shodiyev</i>	
QISHLOQ XO'JALIGI MAHSULOTLARI ISHLAB CHIQRUVCHI KORXONALARDA LIZING MUNOSABATLARI HISOBI	408
<i>Inamov Abdusalom Muhammadovich, Inomov Sardor Abdusalomovich, Inomov Hasanboy Abdusalom o'g'li</i>	



O'TKIR BRONXOLIOT BILAN KASALLANGAN BOLALARDA KATAMNEZNING EKOLOGIK OMILLAR TA'SIRIDA UZIGA XOS KECHISHI.....	412
Azimova Kamola Talatovna	
THEORETICAL ASPECTS OF STUDYING CONCEPTS RELATED TO YOUTH TOURISM.....	416
Norbojev Allayor Ismoilovich, Mansurova Zebuniso Abdurashidovna	
THE ESSENTIAL STRATEGIES WAYS OF SERICULTURE INDUSTRY OF THE REPUBLIC OF UZBEKISTAN.....	420
Khojimatov Ravshanbek Rasuljonovich	
BLENDED LEARNING PLATFORMASI KANSEPSIYASI, ARXITEKTURASI VA FUNKSIONAL TUZILMASI.....	425
Qobulova Madina Tuxbatillo qizi, Mirzaaxmedov Muxammadbobur Karimberdiyevich	
ASALARICHILIKNI RIVOJLANTIRISHNING AHOLI DAROMADLARI VA FAROVONLIGIGA TA'SIRI: IQTISODIY TAHLIL VA EKONOMETRIK BAHOLASH.....	430
Kuanishbay Berdimuratov	
MARKETING EKOTIZIMINI SHAKLLANTIRISHGA OID XORIJIY YONDASHUVLAR TAHLILI.....	434
Sobirov Azizbek Avazbekovich	
УЧЕТНО-АНАЛИТИЧЕСКОЕ ОБЕСПЕЧЕНИЕ УПРАВЛЕНИЯ ДЕНЕЖНЫМИ ПОТОКАМИ ОРГАНИЗАЦИИ.....	443
Бабахонов Бабуржон Шухрат угли	
KICHIK BIZNES SUBYEKTLARIGA SOLIQ IMTIYOZLARINI QO'LLASH MASALALARI.....	449
Ibroximov Muxammadjon Abdullajanovich	
QISHLOQ XO'JALIGIDA LOGISTIKA BOSHQARUVINING RAQAMLI MODEL VA UNING SAMARADORLIGI.....	453
Olimova Bahora Shuxratovna	
СУЩНОСТЬ И ЭКОНОМИЧЕСКОЕ СОДЕРЖАНИЕ ФИНАНСОВЫХ РЕЗУЛЬТАТОВ ПРЕДПРИЯТИЯ.....	463
Муминходжаева Дилноза Рамизовна	
ИННОВАЦИОННЫЕ МЕТОДЫ УПРАВЛЕНИЯ ФИНАНСОВЫМИ РИСКАМИ В СЕЛЬСКОМ ХОЗЯЙСТВЕ НА ОСНОВЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ И АНАЛИТИЧЕСКИХ ПЛАТФОРМ.....	468
Дурманов Акмал Шаймарданович	
УПРАВЛЕНИЕ ИННОВАЦИОННЫМ РАЗВИТИЕМ СОЦИАЛЬНОГО СЕКТОРА ЭКОНОМИКИ: ВЫЗОВЫ И НАПРАВЛЕНИЯ РЕФОРМ В СФЕРЕ ОБРАЗОВАНИЯ И ЗДРАВООХРАНЕНИЯ УЗБЕКИСТАНА.....	477
Холмуратов Джaxonгир Салимбек угли	
O'ZBEKISTONDA XORIJIY INVESTITSIYALARNI JALB ETISHDA TIJORAT BANKLARINING ROLI.....	483
Yuldashev Erkin Xusanovich	
MINTAQAVIY INVESTITSIYA-INNOVASION JARAYONLARGA TA'SIR ETUVCHI OMILLAR.....	489
Xamrayev Quvvat Iskandarovich	
AGROKLASTERLARDA ICHKI SOTISH JARAYONIDA TRANSFERT BAHOLARNI BELGILASH USULLARINI TAKOMILLASHTIRISH.....	495
Eshmuradov Ulug'bek Tashmuratovich	
INTERNATIONAL EXPERIENCE IN THE DEVELOPMENT OF MICE TOURISM AND ITS ADAPTATION TO THE CONDITIONS OF THE REPUBLIC OF UZBEKISTAN.....	501
Ilkhomova Gulnoza Zayniddin kizi	
MUHANDISLIK KONSTRUKSIYALARIDA MURAKKAB SIRTLARNI CHIZMA GEOMETRIYA YORDAMIDA TAHLIL QILISH.....	507
Qutbtiddinov Hikmatillo Quدراتillo o'g'li	
TADBIRKORLIKNI QO'LLAB-QUVVATLASHNING ZAMONAVIY MEXANIZMLARI VA ULARNING IQTISODIY RIVOJLANISHGA TA'SIRI.....	512
Umarova Munira Muxitdinovna	



JINDA ARRALI SILINDR TISHLARIDAN TOLANI AJRATISH JARAYONINI HAVO OQIMI ASOSIDA OPTIMALLASHTIRUVCHI ENERGIYA TEJAMKOR QURILMANI MODELLASHTIRISH.....	516
Mirzakarimov Mirsharofiddin Mirzaabdurahimovich	
TADBIRKORLIK SUBYEKTLARI TOMONIDAN ISHLAB CHIQRILGAN MAHSULOTLARNI XORIJGA EKSPORT QILISH MEKANIZMLARI	524
Matkarimov Anvar Tajimatovich	
MUHANDISLIK KONSTRUKSIYALARIDA MURAKKAB SIRTLARNI CHIZMA GEOMETRIYA YORDAMIDA TAHLIL QILISH.....	528
Qutbtiddinov Hikmatillo Qudratillo o'g'li	
SOLIQ TO'LOVCHILAR FAOLIYATINI SOLIQ NAZORATINI AMALGA OSHIRISHNING NAZARIY ASOSLARI	533
Ismailov Bobir Salomovich	
QISHLOQ XO'JALIK KORXONALARIDA KAPITAL QO'YILMALAR XUSUSIYATLARI VA ULAR AUDITINI TAKOMILLASHTIRISH	540
Baxriyev Muxiddin Sheraliyevich	
QISHLOQ XO'JALIK KORXONALARIDA ASOSIY VOSITALAR VA ULAR BUXGALTERIYA HISOBINING XUSUSIYATLARI.....	545
Fayzullayev Murodjon Nematulayevich	
O'ZBEKISTONDA KLASTER IQTISODIYOTI: INVESTITSIYALAR, EKSPORT VA SANOAT ISHLAB CHIQRISHINING ZAMONAVIY TENDENSIYALARI (2022-2024-YILLAR KESIMIDA).....	550
O'rinboyev Ulug'bek Otabekovich, Jabbarov Majidbek Erzodovich, Ruzmetova Gulira'no Atabekovna	
GLOBAL YASHIL IQTISODIYOT SHAROITIDA XIZMAT KO'RSATISH SOHASINI SAMARADORLIGINI BAHOLASHDA EKOLOGIK, IJTIMOY-IQTISODIY OMILLARNING TAHLILI	556
M.M.Muminova	
RAQAMLI TRANSFORMATSIYA VA SMART TURIZM SHAROITIDA TURIZM INFRATUZILMASINI RIVOJLANTIRISHNING XORIJIY TAJRIBASI VA O'ZBEKISTON ISTIQBOLLARI	565
Najmidinov Azizbek Bahrom o'g'li	
ТЕКУЩИЕ УГРОЗЫ И ВЫЗОВЫ, СВЯЗАННЫЕ С МИГРАЦИОННЫМИ КРИЗИСАМИ	571
Бегматов Хусанбек	
ELEKTRON TIJORAT SEKTORI UCHUN ONLAYN REKLAMA SAMARADORLIGINI BAHOLASH	575
Rajabova Dilbar Ixtiyor qizi	
RAQAMLI TRANSFORMATSIYA SHAROITIDA O'ZBEKISTON MEVA-SABZAVOTCHILIK SOHASIDA MAHSULOT YETISHTIRISHDAN TORTIB UNI BOZORGA CHIQRISHGACHA BO'LGAN JARAYONDA NEYROMARKETING TEXNOLOGIYALARINI QO'LLASHNING NAZARIY VA AMALIY JIHATLARI	582
Sadiy Shukrillo Asatillo o'g'li	
YOSH TADBIRKORLAR FAOLIYATIDA INNOVATSION G'OYALARNING AMALIY AHAMIYATI	590
Ergashev Oybek Xaydaraliyevich	
ТЕХНОЛОГИЯ НЕТРАДИЦИОННОГО СБАЛАНСИРОВАННОГО КОМБИКОРМА, С ОБОГАЩЕННЫМ БЕЛКОМ И ФЕРМЕНТАМИ СОСТАВОМ ИЗ ГРИБКА PLEUROTUS OSTREATUS.....	594
Ниёзов Хусан Ниёз угли	
MINTAQAVIY RIVOJLANISH INDIKATOR TIZIMINING AHAMIYATI.....	601
Turdiyev Ulug'bek Qayumovich	
RAQAMLI IQTISODIYOT SHAROITIDA EKSPORTNI RAG'BATLANTIRISH BO'YICHA DAVLAT SIYOSATI.....	608
Abdug'aniyev Murodjon Shavkat o'g'li	
TO'QIMACHILIK KORXONALARINING RAQOBATBARDOSHLIGINI BOSHQARISH JARAYONI VA TIZIMI	612
Xonkeldiyeva Komilaxon Ravshanjon qizi	



SPORT SANOATINING INNOVATSION RIVOJLANISHIGA OID XORIJIY TAJRIBALAR TAHLILI.....	616
Xamraqulov Ixtiyor Baxtiyorovich	
MARKAZLASHTIRILGAN DISPATCHERLIK TIZIMIDA POEZDLAR HARAKATI XAVFSIZLIGINI TA'MINLASHDA AVTOMATLAR NAZARIYASIGA ASOSLANGAN INTEGRATSIYALASHGAN MATEMATIK MODEL.....	620
Muhiddinov Obidjon Omonjon o'g'li	
ПРОЦЕНТНЫЙ РИСК ПО КРЕДИТАМ: АНАЛИЗ, ОЦЕНКА И УПРАВЛЕНИЕ.....	627
Абдуллаев Шахобиддин Шамсиддинович	
REDUCTION OF GREENHOUSE GAS EMISSIONS: EMISSION QUOTAS OR MANDATORY CONTROL TECHNOLOGIES.....	633
Bobonov Doston Abdumo'min o'g'li, Qozoqboyev Jasur Abduvali o'g'li	
AYOLLAR TADBIRKORLIK FAOLIYATINI BAHOLASH METODOLOGIYASINI TAKOMILLASHTIRISH (NAMANGAN VILOYATI MISOLIDA).....	637
Raximova Moxigul Isroiljonovna	
ПОЛУЧЕНИЕ СТОМАТОЛОГИЧЕСКОГО ЦЕМЕНТА С ИСПОЛЬЗОВАНИЕМ ВОЗОБНОВЛЯЕМЫХ ИСТОЧНИКОВ ЭНЕРГИИ.....	643
Арипова Мастура Хикматовна, Ташбаев Джахангир Назим угли	
МОДЕЛИРОВАНИЕ ПРОМЫШЛЕННЫХ ГОРЕЛОК И ИССЛЕДОВАНИЕ ИХ ТЕПЛОВОЙ НАГРУЗКИ.....	652
Ражабов Азамат Тоирович	
QISHLOQ XO'JALIK TEXNIKALARI MARKETINGI VA UNING SAMARADORLIK KO'RSATKICHLARI.....	658
Xolmirzayev Bobur Mansurovich	
ПРИМЕНЕНИЕ СУБСИДИАРНОЙ ОТВЕТСТВЕННОСТИ НА ДОСУДЕБНОЙ СТАДИИ АНКРОТСТВА: ЗАРУБЕЖНЫЙ ОПЫТ И ВОЗМОЖНОСТИ ВНЕДРЕНИЯ В УЗБЕКИСТАНЕ.....	663
Хамзина Динара Рашатовна	
YASHIL REKREATSION TURIZM KONSEPSIYASINI JORIY ETISHNING ILMIY-AMALIY JIHATLARI.....	669
Baxriyeva Zarina Nasimovna	
KORXONALARDA DIVERSIFIKATSIYA SIYOSATINI SHAKLLANTIRISHDA IQTISODIY MEKANIZMLARINING O'RNI.....	672
Mirzarayimova Feruza Zokirjon qizi, Levakov Izzatulla Nematillayevich	
QALINLIGI 2 MM BO'LGAN TASMALI LISTLARNI SOVUQ HOLATDA PROKATLASH TEXNOLOGIK JARAYONINI ISHLAB CHIQISH.....	679
Yusupov Abdulaziz Abdullajanovich, Saydumarov Botir Muradovich, Arslonov Asadbek G'aybulla o'g'li	
HUDUDIY TARMOQLANGAN AVTOMOBIL YO'LLARI MUHANDISLIK INSHOOTLARI KOMPLEKSINI LOYIHALASH VA QURISH JARAYONLARINI MODELLASHTIRISH.....	682
Zikrayev Akmaljon Alimovich	
TIJORAT BANKLARI FAOLIYATIDA DAROMADLARNI OSHIRISH YO'LLARI.....	688
Ostonaqulova Gulchehraxon Muhammadyoqub qizi	
"MIKROSIMULYATSION MODELLAR" VA ULAR YORDAMIDA IQTISODIY SIYOSATGA OID QARORLARNING TADBIRKORLIK SUBYEKTLARIGA TA'SIRINI BAHOLASHDAGI AHAMIYATI.....	694
Mualliflar Pulatov Dilshod Xaqberdiyevich, Raxmonov Doniyor Ixtiyorjon o'g'li, Ortiqova Niginabonu Alisher qizi, Raxmonov Jo'rabek Hamroyevich	
MINTAQADA SANOAT KORXONALARI TUZILMAVIY KO'RSATKICHLAR TIZIMI VA TAMOIYILLARI.....	702
Jabborov Elbek Erkin o'g'li	
MOLIYAVIY REJALASHTIRISH VA TARTIBGA SOLISH.....	707
Sharoxmatov Abduraxim Abdulamitovich	



SMART SOATLAR YORDAMIDA BEMORLAR SALOMATLIGINI NAZORAT QILISH.....	712
<i>Alimqulov Nurmuhammad Muqumjon o'g'li, Eraliyev Humoyun Ma'mirjon o'g'li, Madaminova Mahliyo Bahodirjon qizi</i>	
PENSIYA JAMG'ARMASI FAOLIYATINI TARTIBGA SOLISHDA DAVLATNING ROLI	718
<i>Sherjonov Doniyor Sapparbayevich</i>	
TOG'-KON SANOATI KORXONALARIDA BARQAROR RIVOJLANISH IMKONIYATLARINI BAHOLASH.....	722
<i>Karimov Ma'ruf Ixtiyorovich</i>	
MINTAQA IQTISODIYOTINI RIVOJLANTIRISHDA ISLOM MOLIYASINING AHAMIYATI	726
<i>Sultonov Baxtiyor Baxodirovich</i>	
UCH FAZALI IKKI CHULG'AMLI MOYLI TRANSFORMATORLARNING ISSIQLIK HISOBINI MODELLASHTIRISH VA TADQIQ QILISH	731
<i>Taniyev Mirzoxid Xurramovich, Bekishev Allabergen Yergashevich, Omonboyev Dilrux Nuraddin o'g'li</i>	
ERKIN IQTISODIY ZONALARNING RIVOJLANISHI BOSQICHLARI	736
<i>Mamadiyev Elyor Akmalovich, Sharipov K. A.</i>	
MOLIYAVIY INKLUZIVNING IJTIMOYIY TABAQALANISHGA TA'SIRINING NAZARIY JIHATLARI.....	740
<i>Adashaliyev Baxtiyorjon Valisher o'g'li</i>	
ВОПРОСЫ ТРАНСФОРМАЦИИ БУХГАЛТЕРСКОГО УЧЁТА ОСНОВНЫХ СРЕДСТВ К МЕЖДУНАРОДНЫМ СТАНДАРТАМ БУХГАЛТЕРСКОГО УЧЁТА	746
<i>Муҳидинов Аюббек Нуритдинович</i>	
РОЛЬ КОЛЛЕКТОРНО-ДРЕНАЖНЫХ СИСТЕМ В СЕЛЬСКОМ ХОЗЯЙСТВЕ	753
<i>Жангабаев Данияр Мансурович, Хожамуратова Роза Тажимуратовна</i>	
ASSESSMENT OF ESG INDICES OF PRESTIGIOUS HOTELS IN UZBEKISTAN	759
<i>Saidova Madina Xayrullo qizi</i>	
FISKAL SIYOSATDA MAHALLIY BUDJETLAR MUSTAQILLIGINI OSHIRISHNING MOLIYAVIY INSTRUMENTLARI	765
<i>Muxitdinov Sidikxo'ja Akobirxo'ja o'g'li</i>	
TRANSFORMATSIYALASH JARAYONIDA TIJORAT BANKLARI KREDITLASH AMALIYOTINING XORIIY TAJRIBASI.....	771
<i>Jabbarov Nodir Umirovich</i>	
AKSIZ SOLINISHNING IJTIMOYIY-IQTISODIY TA'SIRI	775
<i>Abdulxayeva Shaxnoza Muxammadiyevna</i>	
O'ZBEKISTONDA QISHLOQ XO'JALIGINING IQTISODIY-STATISTIK TAHLILI VA UNI RIVOJLANTIRISH ISTIQBOLLARI	781
<i>Shavkat Djumaniyazov</i>	
EKISHDA CHIGITNI BIR XIL TARQATISH VA OPTIMALLASHTIRISH USULLARI.....	787
<i>Imomov Shavkat Jaxonovich, Nuritov Ikrom Rajabovich, Babamuradov Anvar Baxtiyorovich</i>	
KICHIK BIZNES VA XUSUSIY TADBIRKORLIKDA KOMPLEKS IQTISODIY TAHLIL TIZIMINI JORIY ETISH	790
<i>Akbarov Akramjon Ibroximjonovich</i>	
INNOVATION FAOLIYAT XARAJATLARINING BUXGALTYERIYA HISOB VA AUDITINI TAKOMILLASHTIRISH.....	793
<i>Mustafoev Akbar Mustafo o'g'li</i>	
INTELLIGENT SYSTEM FOR MONITORING AND MANAGEMENT OF THE VEGETABLE OIL REFINING PROCESS	798
<i>Ortiqov Elbek Elmirza o'g'li</i>	
O'ZBEKISTONDA KREATIV INDUSTRIYA VA EVENT-MENEJMENTNING HUQUQIY-ME'YORIY ASOSLARI.....	806
<i>Shaxabatdin Maxamatdinov Isak uli</i>	



РОЛЬ И РАЗВИТИЕ ТРАНСПОРТНОЙ ИНФРАСТРУКТУРЫ В ТОРГОВЫХ ОТНОШЕНИЯХ МЕЖДУ УЗБЕКИСТАНОМ И КИТАЕМ.....	812
Wang Jianhong, Норов Улугбек Ирискулович	
FARMATSEVTIKA KORXONALARIDA YORDAMCHI ISHLAB CHIQRISH JARAYONLARI HISOBI VA YORDAMCHI MAHSULOTLAR TANNARXINI ANIQLASHNING O'ZIGA XOS JIHATLARI	816
Xudaynazarova Dilnoza Gafurovna	
XO'JALIK YURITUVCHI SUBYEKTLARNING ASOSIY IQTISODIY KO'RSATKICHLARINI STRATEGIK BOSHQARUV HISOBI DOIRASIDA SHAKLLANTIRISH VA ULARNING HOLATINI TAHLIL QILISH	821
Hamroyeva Zuhra Amiral qizi	
К ВОПРОСУ РАСЧЕТА МОЩНОСТИ, НЕОБХОДИМОЙ ДЛЯ РАЗОГРЕВА КРОМОК ТРУБНОЙ ЗАГОТОВКИ ДО ТЕМПЕРАТУРЫ СВАРКИ	825
Заиркулов Элёр Ёкубжон ўғли	
TEKNOLOGIK JARAYONLARNI BOSHQARISHNING AVTOMATLASHTIRILGAN TIZIMLARI	830
Bekishev Allabergen Yergashevich, Hamadulloev Diyorbek Hasanboy o'g'li	
ESG (ENVIRONMENTAL, SOCIAL AND GOVERNANCE) TAMOYILLARINING IQTISODIY RIVOJLANISH VA KORPORATIV FAOLIYATGA TA'SIRI: MAKRO VA MIKRO DARAJADAGI TAHLIL	834
Murtozayev Sardorbek Abdijalil o'g'li	
TESTING THE STATISTICAL SIGNIFICANCE OF DYNAMIC MODELS IN ECONOMICS	838
Muradov Rustamjon Sobitkhonovich	
REAL IQTISODIY DAVRLAR NAZARIYASI VA UN DAN MAKROIQTISODIY TADQIQOTLARDA FOYDALANISH	843
Rustamov Narzillo Istamovich	
РАСЧЕТ РАСТЯЖЕНИЯ ДРЕВЕСИНЫ И ДЕРЕВЯННЫХ КОНСТРУКЦИЙ ИЗ МЕСТНЫХ ДРЕВЕСНЫХ МАТЕРИАЛОВ ПОД ДИНАМИЧЕСКИМИ НАГРУЗКАМИ.....	848
Юнусалиев Эльмурод Мухаммадьякубович, Ташпулатов Илхомжон Бахтиёрович	
ЦИФРОВИЗАЦИЯ КОРПОРАТИВНОГО УПРАВЛЕНИЯ И ПРИМЕНЕНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА КАК ФАКТОР РАЗВИТИЯ ФОНДОВОГО РЫНКА: МЕЖДУНАРОДНЫЙ ОПЫТ И ПЕРСПЕКТИВЫ ДЛЯ УЗБЕКИСТАНА	854
Евгений Юрьевич Шек	
ЗАРУБЕЖНЫЙ ОПЫТ СОВЕРШЕНСТВОВАНИЯ ПРОМЫШЛЕННЫХ КЛАСТЕРОВ И ВОЗМОЖНОСТИ ЕГО АДАПТАЦИИ В НАЦИОНАЛЬНОЙ ЭКОНОМИКЕ.....	860
Шодмонов Қобилжон Қахрамон ўғли	
AGRAR IQTISODIYOTNI INNOVATSION RIVOJLANTIRISHNING NAZARIY-METODOLOGIK ASOSLARI.....	870
Ibrohimova Maqsuda Muhammadjon qizi, Ibrohimova Muazzam Muhammadjon qizi	
XORAZM VILOYATIDA KICHIK BIZNESNING EKSPORT SALOHİYATIDAN SAMARALI FOYDALANISH VA BU BORADAGI MUAMMOLAR.....	873
Raxmatullayev Umarbek Ulug'bekovich	
ДАТЧИКИ ИНТЕРНЕТА ВЕЩЕЙ И ИХ ИСПОЛЬЗОВАНИЕ ДЛЯ МОНИТОРИНГА ТЕПЛИЧНЫХ КОМПЛЕКСОВ	878
Самадов Эльёр Эркинович	
МЕТОДЫ ОПТИМИЗАЦИИ РАБОТЫ ЭКСКАВАТОРНО-АВТОМОБИЛЬНОГО КОМПЛЕКСА КАК ФАКТОР ПОВЫШЕНИЯ ПРОИЗВОДИТЕЛЬНОСТИ НА ОТКРЫТЫХ ГОРНЫХ РАБОТАХ	884
Аннакулов Тулкин Жовбекович, Норимонов Шамсиддин Нураддинович	
ПРОГНОЗИРУЮЩЕЕ УПРАВЛЕНИЕ СЛОЖНЫМИ ТЕХНОЛОГИЧЕСКИМИ ПРОЦЕССАМИ И ПРОИЗВОДСТВАМИ НА ОСНОВЕ НЕЙРОННЫХ СЕТЕЙ	892
Гулямов Шухрат Манапович	



OLIV TA'LIM TASHKILOTI SUBYEKTLARIDA BUDJET MABLAG'LARI BO'YICHA XARAJATLAR HISOBINI YURITISH	896
<i>Xonimqulov Islom Ergash o'g'li</i>	
XIZMAT KO'RSATUVCHI TADBIRKORLIK SUBYEKTLARIDA MODDIY-TEXNIKA RESURSLARINI BOSHQARISHDA INNOVATSION YONDASHUVLAR	901
<i>Kamoliddinov Ilxomjon Muxammadjonovich</i>	
THE HIDE AND SHADOW ECONOMY IN UZBEKISTAN	905
<i>Koshanov Abdimurat Azat uli, Abdimuratova Altingul Kalbayevna</i>	
SHAHAR AGLOMERATSIYALARI FAOLIYATINI TAHLIL QILISH VA BAHOLASH.....	910
<i>Abdulxakimov Zuxrali Tursunaliyevich</i>	
MOL-MULK SOLIG'I HISOBI VA UNI TAKOMILLASHTIRISH	914
<i>Sh.M.Ergashev</i>	
HUDUDLARDA QURILISH OBYEKTLARINI QURILISH MATERIALLARI BILAN TA'MINLASH SAMARADORLIGINI OSHIRISH.....	918
<i>Najimov Iskander Perdebayevich</i>	
TOVAR MODDIY ZAXIRALAR AUDITIDA TAHLILY AMALLARNI O'TKAZISH VA ULARNING BOSQICHLARI.....	922
<i>Tajekeev Ziyatdin Kobeytinovich</i>	
МЕТОДИЧЕСКИЕ ПОДХОДЫ К УПРАВЛЕНИЮ ЗАТРАТАМИ ПРЕДПРИЯТИЯ В СИСТЕМЕ УПРАВЛЕНЧЕСКОГО УЧЕТА	927
<i>Минутдинова Лилия Тагировна</i>	
МОДЕРНИЗАЦИЯ ОСВЕЩЕНИЯ САЛОНОВ ВАГОНОВ МЕТРОПОЛИТЕНА ПУТЕМ ЗАМЕНЫ ЛАМП НАКАЛИВАНИЯ ЛБ-40 (ЛБ-36) НА СВЕТОДИОДНЫЕ LED-ЛАМПЫ	934
<i>Файзуллаев Асомитдин Аловитдинович, Нематов Эркин Хамраевич, Пирназаров Шохрух Холмурод угли</i>	
HUDUDY BARQAROR O'SISHDA INKLYUZIV IQTISODIY MEKANIZMLARNING ROLI	939
<i>Xamroqulov M.J.</i>	
UZBEKISTAN'S HIGHER EDUCATION SYSTEM STRENGTHENS ITS POSITION ON THE INTERNATIONAL STAGE.....	944
<i>Umarov Diyor Ravshanovich</i>	
YANGI TAKOMILLASHTIRILGAN PAXTA SEPARATORINI KORXONADA SINOV JARAYONIDAN O'TKAZISH.....	949
<i>Raximov Akbar Xolmurodovich</i>	
KICHIK BIZNESNI MOLIYALASHTIRISHNING OSIYO DAVLATLARI TAJRIBALARI: TAHLILY YONDASHUV	953
<i>Annaklichev Saxi Saparmuxamedovich</i>	
КИНЕТИЧЕСКАЯ АРХИТЕКТУРА НА ПРИМЕРЕ ДИНАМИЧЕСКИХ ФАСАДОВ	958
<i>Хаитов Суннатжон Истамович</i>	
TIJORAT BANKLARIDA MARKETING FAOLIYATINI TAKOMILLASHTIRISH VA UNING AMALIY IMKONIYATLARI.....	963
<i>Ibragimova Shahlo Alimbayevna</i>	
ЗАКОНОМЕРНОСТИ ДЕСУЛЬФУРАЦИИ МЕТАЛЛА ШВА В ЗАВИСИМОСТИ ОТ СОСТАВА ШЛАКООБРАЗУЮЩЕЙ ОСНОВЫ ФЛЮСОВ	969
<i>Абралов Музаффар Махмудович</i>	
РОЛЬ СТРОИТЕЛЬНОЙ ОТРАСЛИ В ОБЕСПЕЧЕНИИ ЭКОНОМИЧЕСКОГО РОСТА И ИННОВАЦИОННОЙ МОДЕРНИЗАЦИИ ЭКОНОМИКИ	975
<i>Бахрамов Зиядулла Баходирходжаевич</i>	
QORAQALPOG'ISTON RESPUBLIKASI QURILISH MATERIALLARI SANOATI KORXONALARINING INNOVATSION RIVOJLANISH TENDENSIYALARI.....	979
<i>Yuldasheva Mexrunisa Qasimjan qizi</i>	
OLIV TA'LIM SOHASINI DAVLAT-XUSUSIY SHERIKLIGI ASOSIDA TRANSFORMATSIYA QILISHNING INSTITUTSIONAL VA ME'YORIY-HUQUQIY ASOSLARI	984
<i>Abdullayev Javohir Abdumalik o'g'li</i>	



XORIY TAJRIBASI ASOSIDA O'ZBEKISTONDA DAVLAT AKTIVLARI BO'YICHA INTERAKTIV MA'LUMOTLAR BAZASINI YARATISH ORQALI BUDJET XARAJATLARINI TAHLIL QILISH IMKONIYATLARINI KENGAYTIRISH.....	989
Dilshod Pulatov, Gulzara Kaxxarova	
TEMIR YO'L TRANSPORTINI DAVLAT TOMONIDAN TARTIBGA SOLISH MEXANIZMINI TAKOMILLASHTIRISH YO'NALISHLARI	994
Raximov Xasan Shukurjonovich	
KICHIK BIZNES SUBYEKTLARI RAQOBATBARDOSHLIGINI OSHIRISHNING IQTISODIY MEXANIZMLARI	1000
Yuldashev Doniyor Tairovich	
PENSIYA JAMG'ARMALARIDA HISOBNI TASHKIL ETISH VA XARAJATLAR SMETASI IJROSI BO'YICHA HISOBOTI TAHLILI	1005
Nurmanov Karjavbay Tilevbaevich, Nurmanov Din-Axmed Tilevbaevich	
MINTAQA SANOAT KORXONALARIDA IQTISODIY MEXANIZMLARNI TAKOMILLASHTIRISHNING USTUVOR YO'NALISHLARI.....	1011
Axmedova Xumora Ibroxim qizi	
ELEKTR MARKAZLASHTIRISH TIZIMIDAGI BOSHQARISH VA NAZORAT RELELI BLOKINI (P62) ZAMONAVIY, KONTAKTSIZ ELEMENTLAR ASOSIDA TAKOMILLASHTIRISH HAMDA UNING MATEMATIK MODELINI ISHLAB CHIQUISH	1015
Xujamkulov Eldor G'ayratjon o'g'li	
KLASTERLAR FAOLIYATIDA DAVLAT QO'LLAB-QUVVATLASHI VA INVESTORLAR ROLI	1026
Karimova Nilufar Sadriddin qizi	
ИССЛЕДОВАНИЯ И РАЗРАБОТКИ ШЛАКООБРАЗУЮЩЕЙ ОСНОВЫ ПОКРЫТИЙ ЭЛЕКТРОДОВ ДЛЯ ИЗНОСОСТОЙКОЙ НАПЛАВКИ НА БАЗЕ МИНЕРАЛЬНО-СЫРЬЕВЫХ РЕСУРСОВ РЕСПУБЛИКИ УЗБЕКИСТАН.....	1030
Садыков Жахонгир Насырджанович	
RAQAMLI TRANSFORMATSIYA SHAROITIDA QURILISH SANOATINING INVESTITSION JOZIBADORLIGI	1039
Boltayev Umidjon Talant o'g'li	
ИСПОЛЬЗОВАНИЕ ИНФРАКРАСНЫХ ДАТЧИКОВ И ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ В КОНТРОЛЕ КАЧЕСТВА ЗЕРНОВЫХ ПРОДУКТОВ	1044
Мухамедханов Улугбек Тургудович	
MINTAQA IQTISODIYOTINING IQTISODIY RIVOJLANISHINING ISTIQBOLLI YO'NALISHLARI	1049
Qodirov Farrux Ergash o'g'li	
TIJORAT BANKLARIDA SUN'IY INTELLEKT VA BIG DATA ASOSIDA INNOVATSION XIZMATLARNI JORIY ETISH	1054
Nuriddinov Ziyovuddinxon Zuxriddin o'g'li	
ИНТЕЛЛЕКТУАЛЬНОЕ УПРАВЛЕНИЕ ПРОЦЕССАМИ РАЗДЕЛЕНИЯ НА ОСНОВЕ БАЗ ЗНАНИЙ И ЦИФРОВЫХ МОДЕЛЕЙ	1059
Абдуллева Камола Рустамовна	
MATERIALLARNI MURAKKAB YASSI TRAEKTORIYALAR BO'YICHA DEFORMASIYALANTIRISHDA PLASTIK DEFORMASIYALANISH JARAYONLARI	1065
A.Xakimov, X.Xakimov	
ЭФФЕКТИВНОСТЬ ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ АВТОМОБИЛЬНОЙ ПРОМЫШЛЕННОСТИ В УСЛОВИЯХ ЦИФРОВОЙ ТРАНСФОРМАЦИИ ЭКОНОМИКИ	1073
Касымова Нозима Омиловна	
OZIQ-OVQAT MAHSULOTLARI TA'MINOT ZANJIRINI TAKOMILLASHTIRISHNING XORIY TAJRIBASI	1077
Bekjanov Dilmurad Yo'ldashovich	



AUDITORLIK TEKSHIRUVINI REJALASHTIRISH USLUBIYATINI TAKOMILLASHTIRISH MASALALARI.....	1082
Saidova Sevara Abdimumin qizi	
TIBBIYOT XODIMLARI MEHNAT FAOLLIGINI RAG‘BATLANTIRISHNING IQTISODIY JIHATLARI.....	1089
Sayitbayev Shermirza Datkamirzayevich	
RAQAMLASHTIRISH — ILM-FAN INTEGRATSIYASI, INSTITUTSIONAL O‘ZGARISHLAR VA SANOAT RIVOJLANISHINING ASOSIY OMILI.....	1094
Umurzak Ablakulovich Radjabov	
FUQAROLIK JURNALISTIKASIDA GENDER MUVOZANATI: ILMIY YONDASHUVLAR TADRIJI	1101
Zakirova Oisha Vohid qizi	
AGLOMERATSIYA BOSHQARUVINI TAKOMILLASHTIRISH BO‘YICHA XORIJIY MAMLAQATLAR TAJRIBASI VA UNDA O‘ZBEKISTONDA FOYDALANISH IMKONIYATLARI	1109
Mardonov Shohruh Shuhrat o‘g‘li	
PAXTA-TO‘QIMACHILIK KLASTERLARIDA LOGISTIK JARAYONLARNI OPTIMALLASHTIRISH VA TA‘MINOT ZANJIRLARINI BOSHQARISH.....	1114
Nasimov Baxtiyor Vasiyevich	
KAMBAG‘ALLIKNI QISQARTIRISH BO‘YICHA DAVLAT DASTURLARI BAJARILISHIDA DAVLAT–XUSUSIY SHERIKCHILIKDAN FOYDALANISH	1122
Mirzaxalikov Bobir Baxtiyorovich	
ВЛИЯНИЕ ПАРАМЕТРОВ СЕТЕВОГО ТРАФИКА НА КАЧЕСТВО ОБСЛУЖИВАНИЯ В СОВРЕМЕННЫХ ТЕЛЕКОММУНИКАЦИОННЫХ СЕТЯХ: ЭКСПЕРИМЕНТАЛЬНЫЙ АНАЛИЗ	1127
Усманова Наргиза Бахтиёрбековна, Саиткамолова Гузаль Камильжон кизи	
TADBIRKORLIK FAOLIYATIDA ORGANIK MAHSULOT ISHLAB CHIQRISHNING BARQAROR RIVOJLANISH OMILI SIFATIDA.....	1141
Mamajonova Gulbaxor Toxirjon qizi	
MAHALLIY BUDJET IJROSINI TA‘MINLASHDA G‘AZNACHILIK TIZIMINING INSTITUTSIONAL ROLI VA SAMARADORLIGI	1145
Tangriyeva Farida Abdulkarimovna	
O‘ZBEK VA INGLIZ TILLARIDA MEXANIKA MUHANDISLIGI TERMINLARINING LINGVISTIK XUSUSIYATLARI	1150
Mansurova Nafisa Qamariddinovna	
BUDJET SIYOSATI VA DAVLAT MOLIYASI BARQARORLIGI: O‘ZBEKISTON TAJRIBASI.....	1154
Karjavova Xurshida Abdumalikovna	
RESTORAN XIZMATLARI SOHASIDA REJALASHTIRILGAN ISTE‘MOL XULQ-ATVORI SHAKLLANISHINING PSIXOLOGIK MEXANIZMLARI	1159
Kamoliddin Mamatqulovich Ibodov	
MASHINASOZLIK KORHONALARIDA RAQAMLI EGIZAKLARNI JORIY ETISHNING IQTISODIY SAMARADORLIGINI BAHOLASH	1163
Yusupov Azamat Alijonovich	
SUN‘IY INTELLEKT VA AVTOMATLASHTIRILGAN TIZIMLARNING PERSONALNI BOSHQARISHDAGI O‘RNI VA SAMARADORLIGI	1168
Axmedov Muzaffar Shokirjonovich	
MOLIYAVIY HISOBOTDA FIRIBGARLIK VA XATOLARNI ANIQLASH MASALALARI	1173
Xajimuratov Nizomjon Shukurullayevich	
BANKLAR FAOLIYATI MOLIYAVIY NATIJADORLIGINI TA‘MINLASHNING OSIYO MAMLAKATLARI TAJRIBALARI.....	1178
Alimjanova Dilrabo Sobirjanovna	



XALQARO TAJRIBA ASOSIDA YAKKA TARTIBDAGI TADBIRKORLARNI SOLIQQA TORTISH TIZIMINI TAKOMILLASHTIRISH.....	1183
<i>Mahmadazizov Eldorjon Marifjon o'g'li</i>	
TIJORAT BANKLARINING KREDIT SIYOSATI ORQALI KREDIT RISKLARNI BOSHQARISH.....	1187
<i>Anvarov Asliddin Nabijon o'g'li</i>	
DAVLAT BUDJETI MABLAG'LARIDAN SAMARALI FOYDALANISHDA MOLIYAVIY NAZORATNING AHAMIYATI	1191
<i>Temirov Muradjon Najmitdinovich</i>	
EGILUVCHI TEMIR-BETON ELEMENTLARNING KUCHLANGANLIK–DEFORMATSIYALANUVCHANLIK HOLATIDA BETON DEFORMATSIYASINI HISOBGA OLISH	1195
<i>Xolmirzaev Sattar Abdujabbarovich</i>	
АНАЛИЗ ФИНАНСОВОЙ ОТЧЕТНОСТИ АО «УЗБЕКНЕФТЕГАЗ» ПО ВНЕДРЕНИЮ МСФО 15 НА КОНТРАКТЫ С ПОКУПАТЕЛЯМИ	1201
<i>Тошпулатова Мунисабону Иброхим кизи</i>	
BUXORO VILOYATI AGROSANOAT SOHASIDA INNOVATSION MARKETINGNING JORIY ETISH HOLATI, HUDUDIY XUSUSIYATLARI VA RIVOJLANTIRISH YO'LLARI	1209
<i>Tuksanov Ilxomjon Ismatovich</i>	
TIJORAT BANKLARI KREDITLASH AMALIYOTINI SUG'URTA XIZMATLARI ORQALI RIVOJLANTIRISH ISTIQBOLLARI	1216
<i>Yusupov Ruslan Muxtarovich</i>	
BANK SEKTORI RIVOJLANISHIDA MARKETING INSTRUMENTLARIDAN FOYDALANISH.....	1223
<i>Dushamov Maxmudjon Maksudbekovich</i>	
TURIZM BOSHQARUVIDA RAQAMLI TIZIMLARI VA ULARNING AMALIYOTDA TADBIQ ETISHDA XORIJ TAJRIBASI	1228
<i>Najmiddinov Sulton Nurali o'g'li</i>	
TIJORAT BANKLARI TOMONIDAN MILLIY VALYUTADA JALB QILINGAN DEPOZITLARNING HOZIRGI HOLATI VA RIVOJLANTIRISH YO'NALISHLARI.....	1232
<i>Melikov Otabek Maxmadaminovich</i>	
NAVOIY VILOYATI AGRAR STRUKTURASINING IQTISODIY TAVSIFI	1237
<i>Xamrokulov Sindor Qahramonovich</i>	
FEATURES OF THE DEVELOPMENT OF YOUTH ENTREPRENEURSHIP IN THE EDUCATION SECTOR.....	1241
<i>Alieva Elnara Ametovna</i>	
FANLAR INTEGRATSIYASI ASOSIDA O'QITISHNING NAZARIY-MEZONLARI.....	1250
<i>Shoximardanova Niginabonu Shavkatovna</i>	
ГРАФОАНАЛИТИЧЕСКИЙ РАСЧЁТ И ГЕОМЕТРИЧЕСКИЙ СИНТЕЗ СИНХРОНИЗАТОРА В БИЦИКЛОВОМ ПЛАНЕТАРНОМ МЕХАНИЗМЕ С РЕВЕРСИРУЮЩИМИСЯ САТЕЛЛИТАМИ.....	1253
<i>Алимов Бахтияр Милибаевич, Абдукайимов Ботиржон Ниязкулович</i>	
HUDUDLARNING INVESTITSION SIYOSATINI TAKOMILLASHTIRISH ZARURATI VA USTUVOR YO'NALISHLARI	1258
<i>O'razaliyev Javlonbek O'rinboevich</i>	
BANK MAHSULOTLARI SAMARADORLIGINI OSHIRISHNING NAZARIY VA METODOLOGIK ASOSLARI.....	1264
<i>Xujamuratov Abbos Mardonovich</i>	



ISLON BANK MAHSULOTLARINI JORIY ETISH METODOLOGIYASI: XALQARO TAJIRIBA VA O'ZBEKISTON AMALIYOTI	1270
<i>Voxidov Oybek Roziqovich</i>	
SUG'URTA BOZORIDA INVESTITSION FAOLIYATNI BOSHQARISHNING ZAMONAVIY YONDASHUVLARI	1275
<i>Fayziyev Oybek Raximovich</i>	
DETERMINANTS OF WAGES IN THE MODERN LABOUR MARKET: A LITERATURE REVIEW.....	1279
<i>Zakhidov Azizbek Rustamovich</i>	
ЦИФРОВЫЕ ПРОЕКТЫ И ИННОВАЦИОННЫЕ СИСТЕМЫ В ЖЕЛЕЗНОДОРОЖНОЙ ОТРАСЛИ.....	1288
<i>Каракулов Фарход Зайпудинович</i>	
QURILISH MATERIALLARI SANOATIDA ISHLAB CHIQRISHNI SIFAT MENEJMENTI TAMOYILLARI ASOSIDA TASHKIL ETISHNING METODOLOGIK JIHATLARI	1294
<i>Achilov Ilmurad Nematovich</i>	
OLIV TA'LIM MUASSASALARIDA TALABALARNING AKADEMIK XAVFLARINI BOSHQARISHDA SUG'URTA MEXANIZMLARINI JORIY ETISH.....	1299
<i>G'aniyev G'olibjon Abdiraxmanovich</i>	
CHAKANA SAVDO KORXONALARIDA MERCHANDAYZING STANDARTLARINI QO'LLASH MEXANIZMINI ISHLAB CHIQRISH MASALALARI.....	1305
<i>Safarov Baxtiyor Djurakulovich</i>	
TO'QIMACHILIK KORXONALARI B2B BOZORIDA MARKETING STRATEGIYALARINING INNOVATSION TAHLILI	1314
<i>Sapayeva Nilufar Kadambayevna</i>	
FRANSUZ TILIDA FONO-GRAFOSTILISTIK VOSITALAR: TIPOLOGIYA VA KLASSIFIKATSIYA	1319
<i>Islomov Dilshod Shomurodovich</i>	
PRACTICAL ASPECTS OF SMALL BUSINESS AND ENTREPRENEURSHIP DEVELOPMENT IN MAHALLAS	1324
<i>Gafurov Ubaydullo Vakhobovich</i>	
GUDVILL VA XARIDDAN KELGAN FOYDANI MHXS ASOSIDA BUXGALTERIYA HISOBIDA AKS ETTIRISHNING ILMIY-AMALIY MASALALARI.....	1329
<i>Abdurasulov Jamshidbek Axmad ug'li</i>	
BANKLARDA RAQAMLI TRANSFORMATSIYA STRATEGIYASINI AMALGA OSHIRISH SAMARADORLIGI.....	1336
<i>Xabibulloxoji Muhammadsolih Alisher o'g'li</i>	
MARKETING AS A DECISIVE ELEMENT IN THE SUCCESSFUL INTRODUCTION OF INNOVATIVE PRODUCTS TO THE MARKET.....	1343
<i>Davlyatova Gulnara</i>	



MARKETING AS A DECISIVE ELEMENT IN THE SUCCESSFUL INTRODUCTION OF INNOVATIVE PRODUCTS TO THE MARKET.

Davlyatova Gulnara

Fergana State Technical University, associate professor

ORCID ID: 0000-0003-2421-3345

Abstract. Nowadays, the main regularity of social development is the innovative renewal of the world economy, the transition to the so-called "new knowledge-based economy", the hallmark of which is the accelerated development of economic activity. Modern society is rapidly evolving in the direction of postindustrial, while the transformations that are taking place are so radical that we can talk about a paradigm shift in economic development. In the new economy, enterprises that produce innovative products are becoming key. However, practical experience indicates a high degree of risk of launching innovative products on the market: on average, about a third of new products are defeated and bring only losses instead of profits. Thus, marketing support for the creation of new products becomes one of the most important problems of an innovative company. This article discusses the importance of marketing research in introducing innovative products to the market, features of the market for innovative products, the effectiveness of marketing activities and features of marketing innovation.

Keywords: effectiveness of marketing activities, factors of success of a new product, market of innovative products, marketing of innovations.

Annotatsiya. Hozirgi kunda ijtimoiy rivojlanishning asosiy muntazamligi jahon iqtisodiyotining innovatsion yangilanishi, "yangi bilimga asoslangan iqtisodiyot" deb ataladigan iqtisodiyotga o'tishdir, uning asosiy belgisi iqtisodiy faoliyatning jadal rivojlanishidir. Zamonaviy jamiyat postindustrial yo'nalishda tez rivojlanmoqda, shu bilan birga sodir bo'layotgan o'zgarishlar shunchalik radikalki, biz iqtisodiy rivojlanishda paradigma o'zgarishi haqida gapirishimiz mumkin. Yangi iqtisodiyotda innovatsion mahsulotlar ishlab chiqaradigan korxonalar asosiy o'rinni egallamoqda. Biroq, amaliy tajriba bozorga innovatsion mahsulotlarni chiqarish xavfi yuqori ekanligini ko'rsatadi: o'rtacha hisobda yangi mahsulotlarning uchdan bir qismi mag'lubiyatga uchraydi va foyda o'rniga faqat zarar keltiradi. Shunday qilib, yangi mahsulotlarni yaratish uchun marketing yordami innovatsion kompaniyaning eng muhim muammolaridan biriga aylanadi. Ushbu maqolada bozorga innovatsion mahsulotlarni kiritishda marketing tadqiqotlarining ahamiyati, innovatsion mahsulotlar bozorining xususiyatlari, marketing faoliyatining samaradorligi va marketing innovatsiyalarining xususiyatlari muhokama qilinadi.

Kalit so'zlar: marketing faoliyatining samaradorligi, yangi mahsulotning muvaffaqiyat omillari, innovatsion mahsulotlar bozori, innovatsiyalar marketingi.

Аннотация. Настоящее время, главной закономерностью общественного развития является инновационное обновление мировой экономики, переход к так называемой «новой экономике, основанной на знаниях», отличительной чертой которой является ускоренное развитие хозяйственной деятельности. Современное общество быстро эволюционирует в направлении постиндустриального, при этом происходящие трансформации носят столь радикальный характер, что можно говорить о смене парадигмы экономического развития. В новой экономике ключевыми становятся предприятия, которые производят инновационные продукты. Однако практический опыт свидетельствует о высокой степени риска выведения на рынок именно инновационных продуктов: в среднем около трети новых товаров терпят поражение и вместо прибылей приносят одни убытки. Таким образом маркетинговое сопровождение создания новых продуктов становится одной из важнейших проблем инновационной компании. В данной статье рассматривается значительность маркетинговых исследований в выведение инновационных продуктов на рынок, особенности рынка инновационных продуктов, эффективность маркетинговых мероприятий и особенности маркетинга инноваций.

Ключевые слова: факторы успешности нового товара, эффективность маркетинговых мероприятий, рынок инновационных товаров, маркетинг инноваций.

INTRODUCTION

It is known that modernization of the economy is the main and important condition for innovative development of the country. Nowadays, at a time when stabilization of the Republic of Uzbekistan is prevailing, it is difficult to achieve the diffusion of innovations, that is the introduction and rapid spread of new ideas, developments and technologies, without deep modernization of the economy. This will require, first of all, the integration of education, science and industry, as well as the introduction of a number of specific technical solutions that will facilitate the creation of new industries that will encourage the creation of new companies that will increase the demand for innovative products [2]. Today one of the most pressing issues facing the national economy is to achieve innovative development of the country in the short term. Otherwise, it is clear that it will be difficult to get a place in the ranks of developed countries for Uzbekistan. One of the main tasks for the positive solution of this issue is the implementation of comprehensive reforms. The Ministry of Innovative Development of the Republic of Uzbekistan is a governmental agency which administrates implementation of a single state policy in the field of innovation and scientific and technological development of the country, aimed at comprehensive development of society and state life and increasing the intellectual and technological potential of the country. Innovation development is a systematic process, which involves the implementation of clearly defined measures according to the plan, that is, in a strategic way. In this regard, the decree of the President of the Republic of Uzbekistan dated September 21, 2018 No PD-5544, the strategy of innovative development of the Republic of Uzbekistan during 2019 and 2021, the “road map” on its implementation, the confirmation of the indicators of the Republic of Uzbekistan for innovative development until 2030 have been essential. The main purpose of the strategy is the development of human capital as the main factor determining the level of competitiveness of the country in the international arena and the development of innovation, and one of the important objectives of the strategy is the entry of the Republic of Uzbekistan into the ranks of 50 advanced countries of the world in terms of the Global Innovation Index ranking until 2030.

REVIEW OF THE LITERATURE

Initially, it is desirable to introduce clarification to the concept of innovation. In the era of economic globalization, innovative ways of organizing the system of all levels are crucial in the formation of a new model of economic growth. At the same time, the main tool of competition is not the possession of capital resources and material values, but the ability to develop and implement innovations. In this regard, the growing interest in the problem of innovative development on the part of both government agencies and businesses is obvious.

The first most complete description of innovation processes was introduced by the Austrian scientist J. Schumpeter in the work “Theory of economic development” published in 1911. According to J. Schumpeter, “innovation is a source of profit.” profit is essentially the result of performing new combinations”, “without development there is no profit, without profit there is no development» [6].

A. B. Titov considers innovations (innovation) as the final result of the creation and development (implementation) of a fundamentally new or modified tool (innovation) that meets specific social needs and gives a number of effects (economic, scientific, technical, social, environmental) [7].

In our opinion, the essence of innovation should be defined as the final result of a synergistic interaction of research and scientific and technical activities aimed at improving the technical level, as well as the release of new high-performance products and bringing economic, social, environmental, scientific and technical or other type of effect.

Nowadays, the market is dominated by fierce competition between enterprises, and to win in it, companies need to put a lot of effort. Therefore, innovation is one of the main factors of success in market conditions. It is innovation that gives companies the opportunity to create competitive advantages and successfully operate in the market in a highly competitive environment. In order to achieve this, businesses need to implement innovative transformations in a timely manner, identify new markets, and predict consumer preferences as quickly as possible.

It is innovation that helps ensure that a newly produced product has the necessary benefits for consumers that distinguish it from competitors' products, as well as protection from copying by competitors. Accordingly, the main condition for the introduction of any innovation at the present time is marketing research and technologies that identify the needs of consumers. Therefore, marketing is the most important component of the innovation management process of an enterprise that seeks to offer and implement a new product on the market.

As L. Ronald Hubbard notes, marketing helps prepare a product, deliver it to the market, and place it there in a way that achieves the highest possible sales and the highest possible response. Marketing allows you to research the needs of the market for innovations, generate demand for new technologies, analyze the company's capabilities, identify the needs of customers and offer the innovative product that will be in demand by the market.



By combining the concepts of “marketing” and “innovation” through the application of marketing research at all stages of creating an innovative product, it is possible to derive such a definition as “innovative marketing”.

From our point of view, the main problems of innovative process in Uzbekistan are largely related to the insufficient development of marketing in scientific-technical organizations and innovative enterprises. One of the most important problems of an innovative company is marketing support for the creation of new products. Practical experience indicates that there is a high risk of introducing innovative products to the market: on average, about a third of new products fail and bring only losses instead of profits.

The specifics of introducing new products to the market are related both to the specifics of the products themselves and to the specifics of the market. Generally, the following fail when entering the market:

- 25-27% of industrial goods;
- 33-35% of personal consumption goods;
- 28% expansion of the existing range;
- 30% of brand innovations;
- 45% of new products themselves.

As it can be noticed, the market of consumer commodities is more risky, due to the higher level of competition and the specific behavior of consumers in this segment. Additionally, these figures demonstrate a higher level of risk when introducing fundamentally new products to the market, which can often be attributed to the so-called breakthrough innovations. Among the reasons for the failure of new products, the following factors are usually identified: insufficient market analysis, product defects, lack of effective marketing measures, excessively high costs, actions of competitors, lack of support for bringing the product to market, production problems [3].

RESEARCH METHODOLOGY

A systematic approach, generalization and synthesis methods are effectively and appropriately used in the article.

ANALYSIS AND RESULTS

The relationship between the risks of innovative process and the level of marketing development in the company is clearly visible if look at the stages of the innovation project: 6 stages of the 14 stages listed below are directly related to the effectiveness of marketing activities carried out by the innovator/innovative company.

- search for new ideas
- preliminary market assessment
- the selection of the “right” ideas
- preliminary technical evaluation of the product
- detailed market research
- economic analysis (financial analysis)
- development of a new product concept (production of a prototype)
- technical testing of the product
- testing by consumers
- experienced sales
- experienced production
- economic analysis (clarification of financial indicators)
- launch production
- bringing the product to market

In other words, the factors of the success of a new product are:

- the superiority of the product over its competitors (distinctive properties that contribute to a better perception by consumers);
- marketing know-how of the company (understanding the behavior of customers, the pace of adoption of new products and the size of the potential market);
- existence of the technological know-how which is protected by a patent or trade secret regime.

As it is seen, commercial success cannot be ensured only by obtaining technological advantage. Thus, any innovator or innovative company will sooner or later have to think about marketing factors.

Innovative products form a specific market for high-tech and scientific-technical products. Its features in comparison with the market of “traditional” goods are diverse and affect all aspects of the relationship between the seller and the buyer, requiring, accordingly, their reflection in the marketing policy of the company. Among the features of this market, the following should be highlighted:

- particular qualities of the product itself (uniqueness; sometimes technological complexity; high costs for its production at the first stages);
- the novelty of the market for the firm (especially for a small innovative company that is at the start-up stage);
- unknown product (and sometimes manufacturer) for the market;
- unpredictability of consumer behavior;
- low elasticity of demand from the price, so, as a result, a limited impact of pricing policy on sales volumes;
- small market capacity (especially for high-tech industrial products);
- lack of direct competitors at the initial stages (due to the monopoly on intellectual property);
- achievements of the company's employees in the theoretical field with a well-constructed policy which can significantly raise the company's rating among consumers;
- dependence of sales of innovative products on the level of innovative potential of the consumer: many pioneer innovations are difficult to sell due to the general technological backwardness of a number of sales markets [4].

The problems of bringing innovative products to the market that are unfamiliar to the consumer are primarily associated with the risk of unpredictability of the reaction of buyers. This is typical for companies operating in any industry, but for the market of high-tech products, where the speed of product updates is particularly high, this is especially relevant. An innovative product can "fail" without proper consumer training, without an elaborated strategy for bringing this product to market.

As mentioned above, the specifics of the innovation market determine the features of innovation marketing, which is appeared in the following:

- the necessity of research and study potential consumers in several industries at once, since quite often the results of scientific and technical development have intersectoral character;
- selling innovative products requires a long and consistent advertising campaign, so as the buyer must "Mature": they need to be explained in detail the meaning and benefits of innovation, otherwise they will not buy this product, because they are not familiar with it;
- innovative products should not only meet qualitatively new needs or old needs in a qualitatively new way, but also provide additional advantages that consumers can understand in comparison with existing analogues and substitutes;
- when promoting complex scientific and technical products on the market, it should be focused on an experienced, so-called the "collective" consumer ("purchasing center", which can include employees from various departments – from purchasing to production);
- sales of innovative products require lengthy negotiations, since high-tech products are pre-selected in both the production and consumer markets, and therefore purchases are made through multiple comparisons and discussions with experts;
- very often, the technical complexity of innovative products implies the organization of a good after-sales service: in other words, no service - no commercial success of the new product. An example is the promotion of hybrid cars to the market, the spread of which was hindered not only by their price, but also by insufficient development at the first stage of their maintenance infrastructure;
- the image of an innovative company is significantly influenced by the results of fundamental research of its employees. In addition, conferences, scientific forums, and other forms of communication in the professional community can serve as marketing communication channels for innovative businesses;
- the complexity of an innovative product creates special prerequisites for the formation of a so-called "whole product", where all its real and potential advantages are considered in a complex.

CONCLUSION AND SUGGESTIONS

All the factors listed above prove the importance of the marketing complex for companies in the innovation sphere. Most of these companies should be classified as small and medium-sized enterprises, so their main characteristics are the small size of the company (including the number of employees) and limited resources. In this regard, marketing has its own characteristics, as mentioned above. There are many definitions of marketing, but the definition given in the small business marketing Guide seems to be the most appropriate for an innovative business.

Marketing includes all the functions of satisfying the needs of the consumer by promoting the right product from the manufacturer to the right consumer at the right price in the right place, at the right time and with the right communication with the consumer.

In other words, the combination of these six "right" leads to customer satisfaction and successful effective marketing.



In our opinion, in modern conditions, marketing should solve the following tasks:

- discover the real needs of real consumers of new products and services;
- satisfy these needs by bringing the right product to market, at the right price, in the right place, at the right time;
- inform the consumer about the new product by using the right advertising company, using the right information channels.

Furthermore, it is essential to note that high-quality marketing research of the innovation market allows to carry out effective innovative activities in the future that meet the requirements and needs of the market. Before starting to develop a new product, the organization needs to determine who is the target audience of an innovative product, and what consumer needs it will meet. This approach contributes to the correct promotion and positioning of a new product (service, technology) on the market.

A set of marketing measures should be aimed at convincing consumers that this product is ideal for them at the present time. That is, the fact that an innovative product is able to meet their specific needs. Before introducing an innovative product to the market, the company will have to conduct trial marketing by testing the product, making trial sales, participating in competitions, exhibitions, and fairs.

Bibliography

1. Belbin R. M. Management Teams. - Publisher: Mann, Ivanov and Ferber, 2009. - 238 p.
2. Davlyatova G.M., Abdullaeva S.H. Economic perspectives of using the model "university 3.0" in the education system of Uzbekistan // Economy and business. – 2020. – №2-1 (60) – p. 76. DOI: 10.24411/2411-0450-2020-10089
3. Davlyatova G.M., Abdullaeva S.H. Systemic principles and regularities of commercial enterprise as a socio-economic system // Economy and business. – 2019. – №6-1 – p. 95. DOI: 10.24411/2411-0450-2019-10827
4. Davlyatova G.M. Issues of effective use of employees of industrial enterprises // EPRA International Journal of Multidisciplinary Research (IJMR). – Volume: 6. Issue: 4. April 2020. Journal DOI: 10.36713/epra 2013
5. Kotler F., Keller K. L. Marketing management: textbook. Saint Petersburg: Piter, 2012. 480 p.
6. Sekerin V. D. Innovative marketing: Textbook. - Moscow: INFRA-M, 2012. - 238 p.
7. Titov A. B. Marketing and innovation management. Saint Petersburg: Piter, 2001. 240 p.

muhandislik **& iqtisodiyot**

ijtimoiy-iqtisodiy, innovatsion texnik,
fan va ta'limga oid ilmiy-amaliy jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Zokir Alibekov

Sahifalovchi va dizayner: Abdurahmon Qurbonov

2025. № 12

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

"Muhandislik va iqtisodiyot" jurnali 26.06.2023-yildan
O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi
Axborot va ommaviy kommunikatsiyalar agentligi tomonidan
№S-5669245 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №095310.

**Manzilimiz: Toshkent shahri Yunusobod
tumani 15-mavze 19-uy**





+998 93 718 40 07



<https://muhandislik-iqtisodiyot.uz/index.php/journal>



t.me/yait_2100