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**“GLOBAL RAQAMLI INTEGRATSIYALASHUV:
2030-YILGACHA YASHIL IQTISODIYOTGA O'TISHDA
TEXNOLOGIK VA INDUSTRIAL SANOATNI RIVOJLANTIRISH
ORQALI MIKRO VA MAKROIQTISODIY BARQAROR
O'SISHNI TA'MINLASH DOLZARBLIGI”**

**“GLOBAL DIGITAL INTEGRATION: THE RELEVANCE OF
ENSURING MICRO AND MACROECONOMIC SUSTAINABLE
GROWTH THROUGH TECHNOLOGICAL AND INDUSTRIAL
DEVELOPMENT IN THE TRANSITION TO A GREEN
ECONOMY BY 2030”**

**«ГЛОБАЛЬНАЯ ЦИФРОВАЯ ИНТЕГРАЦИЯ:
АКТУАЛЬНОСТЬ ОБЕСПЕЧЕНИЯ УСТОЙЧИВОГО
МИКРО- И МАКРОЭКОНОМИЧЕСКОГО РОСТА ЧЕРЕЗ
РАЗВИТИЕ ТЕХНОЛОГИЧЕСКОЙ И ИНДУСТРИАЛЬНОЙ
ПРОМЫШЛЕННОСТИ В ПЕРЕХОДЕ К ЗЕЛЁНОЙ
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Bosh muharrir:

Zokirova Nodira Kalandarovna, iqtisodiyot fanlari doktori, DSc, professor

Bosh muharrir o'rinbosari:

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Tahrir hay'ati:

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- 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 modellash
- 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

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MUNDARIJA

ICT WEEK UZBEKISTAN 2025: MILLIY TEXNOLOGIYALAR HAFTALIGINING YAKUNLARI VA ULARNING O'ZBEKISTON IT-EKOTIZIMIGA TA'SIRI	16
Jumaboyev Akmaljon Sheraliyevich	
THE ROLE OF STATE FINANCIAL CONTROL IN THE EFFICIENT USE OF BUDGET FUNDS	20
Gulyor Akhmatovna Kasimova, Biybinaz Makhmut qizi Esenbaeva	
РОЛЬ ЦИФРОВЫХ ПЛАТЁЖНЫХ СИСТЕМ В ФОРМИРОВАНИИ ФИНТЕХ-ЭКОСИСТЕМЫ РЕСПУБЛИКИ УЗБЕКИСТАН	22
Шамахмудова Шоира Олег кизи	
UZBEKISTAN'S STRATEGY FOR TRANSITION TO A GREEN ECONOMY: LABOR MARKET TRANSFORMATION, CHALLENGES AND PROSPECTIVE OPPORTUNITIES.....	27
Akbarova Barno Shukhratovna, Chintemirova Diyora Shukhratovna	
MODELS FOR MANAGING EDUCATIONAL REFORMS IN THE CONTEXT OF CULTURAL DIFFERENCES.....	32
Abdulmajeed Nabeel Azouz	
4-SANOAT INQILOBINING RAQAMLI TURIZMGA TA'SIRINI BAHOLASH	38
Sevinchova Nilufar Ne'mat qizi	
КОНЦЕПТУАЛЬНАЯ МОДЕЛЬ ИНТЕГРИРОВАННОЙ СИСТЕМЫ ESG-ТРАНСФОРМАЦИИ ПРОМЫШЛЕННОГО ПРЕДПРИЯТИЯ КАК ДРАЙВЕР ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ.....	41
Ташпулатов Дильмурад Рустамович	
RAQAMLI IQTISODIYOTDA FOIZSIZ MOLIYA MEKANIZMLARINING RIVOJLANISH ISTIQBOLLARI.....	44
Adilov Zuxriddin Marip o'g'li	
XIZMAT KO'RSATISH TARMOG'INI RIVOJLANTIRISH VA BOSHQARISHNI TAKOMILLASHTIRISH	47
Tadjimirzayev Anvar Abduvaxidovich	
RAQAMLI IQTISODIY DINAMIKANI KOMPLEKS FUNKSIYALAR YORDAMIDA MODELLASHTIRISH.....	52
Ibrohimova Nilufar Qahramon qizi	
SANOAT SEKTORIDA BARQAROR RIVOJLANISHNI TA'MINLASHDA "YASHIL" INVESTITSİYALARINING IQTISODIY AHAMIYATI.....	55
Ibragimov Zaxid Taxirovich	
LOGISTIKA PROVAYDERLARI XIZMATLARIDAN FOYDALANISH ASOSIDA TEMIR YO'L TRANSPORTI RAQOBATBARDOSHLIGINI OSHIRISH.....	59
Raximov Xasan Shukurjonovich	
СОВРЕМЕННЫЕ ПОДХОДЫ К ИСПОЛЬЗОВАНИЮ ИНСТРУМЕНТОВ УПРАВЛЕНИЯ ПРОЕКТАМИ В РАЗЛИЧНЫХ ОТРАСЛЯХ ЭКОНОМИКИ	64
Сидиков Зиёдулло Равшанович, Холиярова Шохиста Кахрамоновна	
SUG'URTA TASHKIOTLARINING BOZOR IQTISODIYOTIDAGI AHAMIYATI	68
Azamatova G.I.	
DON MAHSULOTLARINI YETISHTIRISH VA QAYTA ISHLASHDA INVESTITSİYALAR SAMARADORLIGINI OSHIRISH YO'LLARI.....	71
Po'latova Sug'diyona, S.Y.Xamidova	
MAHALLIY BUDJETLARNING DAROMAD BAZASINI KENGAYTIRISH ASOSIDA XARAJATLAR BARQARORLIGINI TA'MINLASH (SURXONDARYO VILOYATI MISOLIDA).....	74
Safarmurodova Marjona To'raqulovna	
O'ZBEKISTONDA INVESTITSIYA FAOLIYATINI RIVOJLANTIRISHDA SOLIQ IMTIYOZLARI VA PREFERENSIYALARINING IQTISODIY AHAMIYATI.....	77
Allaberganova Kumush Javlonbek qizi, Beknazarova N.T.	



DAVLAT SEKTORIDA RAQAMLI TRANSFORMATSIYA JARAYONLARI VA ULARNING IQTISODIY AHAMIYATI	80
Abdullayev Bobirjon Mamurjanovich	
O'ZBEKISTON RESPUBLIKASI DAVLAT MOLIIYASI TIZIMINING ZAMONAVIY HOLATI TAHLILI.....	84
Berdibekov Adhamjon Ilhomjon o'g'li	
MOLIYAVIY NAZORATNI TASHKIL ETISHNING ZAMONAVIY MEXANIZMLARI.....	87
Ashirov Jasur Dilshod o'g'li	
SUN'IY INTELLEKT YORDAMIDA MOLIIYAVIY INKLYUZIYANI OSHIRISH IMKONIYATLARI.....	90
Lazizbek Ravshanov Baxtiyor o'g'li	
NOMODDIY AKTIVLAR AUDITIDA RISKLARNI BAHOLASH VA AUDITORLIK DALILLARINI TO'PLASH USLUBIYOTINI TAKOMILLASHTIRISH	93
Ishanqulov Izzatilla Nurillayevich	
MEHNAT HAQI AUDITINING NAZARIY-USLUBIY ASOSLARI VA XALQARO AUDIT STANDARTLARI (ISA) KONTEKSTIDAGI TALQINI	96
Nomozov Ilhomjon Ziyodullo o'g'li	
INNOVATSION RIVOJLANISHDA MEHNAT RESURLARINING O'RNI VA AHAMIYATI	98
Artiqova O'g'iljon Zafar qizi	
THE IMPACT OF INFLATION AND EXTERNAL ECONOMIC SHOCKS ON THE NATIONAL ECONOMY.....	102
Suvonov Tolmasjon Faxritdinovich	
REWARD SYSTEMS AND EMPLOYEE PRODUCTIVITY IN HIGHER EDUCATION.....	105
Sultonboyeva Munira Bahodirovna, Sultanova Kamila Muktorali Kizi	
THE DIGITAL CATALYST: HOW TECHNOLOGICAL ACCESSIBILITY DRIVES GLOBAL TOURISM	110
Freshta Qayoumi	
BIZNES JARAYONLARINI MODELLASHTIRISH ORQALI KORXONA SAMARADORLIGINI OSHIRISH YO'LLARI	112
Qarshiyeva Moxinur Olim qizi	
ASSESSMENT AND ANALYSIS OF INVESTMENT EFFICIENCY BY REGION IN UZBEKISTAN	115
Otajonova Charoskhon Polvonkuli qizi	
УЗВЗМОСТИ АРІ В ЦИФРОВЫХ ПЛАТЕЖНЫХ СЕРВИСАХ И ИХ ВЛИЯНИЕ НА ОНЛАЙН ТРАНСГРАНИЧНЫЕ ДЕНЕЖНЫЕ ПЕРЕВОДЫ	120
Садыков Азиз Миршарапович	
РАЗВИТИЕ БУХГАЛТЕРСКОГО УЧЁТА В УСЛОВИЯХ СТРУКТУРНЫХ ИЗМЕНЕНИЙ В ЭКОНОМИКЕ РЕСПУБЛИКИ УЗБЕКИСТАН	124
Валижонов Х.А.	
O'YINCHOQ ISHLAB CHIQRISHDA IMPORTGA QARAMLIKNI KAMAYTIRISHNING TASHKILIY-IQTISODIY USULLARI (O'ZBEKISTON MISOLIDA)	127
Aminov Anvarxon Kazimovich	
ФАКТОРЫ И ПРОБЛЕМЫ ОСУЩЕСТВЛЕНИЯ УСТОЙЧИВОГО РАЗВИТИЯ МЕЖДУНАРОДНЫХ ДЕНЕЖНЫХ ПЕРЕВОДОВ В УЗБЕКИСТАНЕ	130
Гимранова О. Б.	
TRANSFORMATSIYALASHUV SHAROITIDA INVESTITSİYALAR VA INVESTITSION JOZIBADORLIKNI BAHOLASH	134
To'rayev Jasurali To'rayevich	
РОЛЬ СИТУАЦИОННОГО ЦЕНТРА В РАЗВИТИИ ЦИФРОВОГО ЗДРАВООХРАНЕНИЯ: МЕЖДУНАРОДНЫЙ ОПЫТ И ПЕРСПЕКТИВЫ ДЛЯ УЗБЕКИСТАНА.....	137
Омонов Олим Муродуллаевич	



IMPROVEMENT OF MANAGEMENT MECHANISMS FOR INCREASING THE INVESTMENT ATTRACTIVENESS OF REGIONS.....	140
To'rayev Jasurali To'rayevich	
DEVELOPMENT OF MODERN METHODOLOGICAL APPROACHES IN THE MANAGEMENT OF THE ACTIVITIES OF SMALL INDUSTRIAL ZONES	144
Shodmonkulov Kamoliddin Murodillayevich	
ISSUES OF IMPROVING THE MANAGEMENT OF THE INVESTMENT ENVIRONMENT.....	147
To'rayev Jasurali To'rayevich	
ISSUES OF IMPROVING THE METHODOLOGY OF MANAGEMENT OF SMALL INDUSTRIAL ZONES.....	150
Shodmonkulov Kamoliddin Murodillayevich	
IQTISODIY XAVFSIZLIK INDIKATORLARINING CHEGARAVIY QIYMATLARINI BELGILASH MASALALARI.....	153
Islamov Anvar Ashirqulovich	
ARTIFICIAL INTELLIGENCE AND BIG DATA APPLICATIONS IN UNIVERSITY MANAGEMENT: EVIDENCE FROM UZBEKISTAN	156
Berdiyev Temurbek Makhmudullo ugli	
ASSESSING DIGITAL MATURITY IN HIGHER EDUCATION INSTITUTIONS: AN INTEGRATED FRAMEWORK APPROACH	160
Berdiyev Temurbek Makhmudullo ugli	
ANALYSIS OF THE CURRENT STATE OF PRODUCTION COMPETITIVENESS IN TEXTILE ENTERPRISES AND THE ECONOMIC MECHANISMS OF ITS FORMATION.....	164
Xushvaqto'v Shuhrat Abduraufovich	
FOREIGN EXPERIENCE IN ORGANIZING COMMERCIAL BANK AUDITS AND ITS APPLICATION IN UZBEKISTAN	166
Ibragimov Nodirbek Baxodir ugli	
PROBLEMS IN COMMERCIAL BANK AUDIT PRACTICE AND DIRECTIONS FOR THEIR SOLUTION	168
Ibragimov Nodirbek Baxodir ugli	
IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT PRINCIPLES IN ECO-FRIENDLY HOTELS.....	170
Dilfuza Igamberdievna Abidova	
OPPORTUNITIES FOR APPLYING NATURAL RESOURCE CONSERVATION TECHNOLOGIES IN HOTEL MANAGEMENT.....	173
Dilfuza Igamberdievna Abidova	
TO'QIMACHILIK KORXONALARIDA STRATEGIK REJALASHTIRISHNI AMALGA OSHIRISH MEKANIZMLARINI TAKOMILLASHTIRISH.....	177
A.Y. Mardanov	
РОЛЬ ИННОВАЦИЙ И МАРКЕТИНГОВЫХ ИССЛЕДОВАНИЙ В РАЗВИТИИ ХИМИЧЕСКОЙ ПРОМЫШЛЕННОСТИ УЗБЕКИСТАНА(НА ПРИМЕРЕ АО «МАХАМ-ШИРЧИҚ»)	180
Хайдарова Камола Ахинжанована	
O'ZBEKISTONDA UY-JOY QURILISHINI RIVOJLANTIRISH TIZIMINI TAKOMILLASHTIRISH YO'NALISHLARI	183
Usmonov Mirumar Abdulla o'g'li	
ВНЕДРЕНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ В РАСЧЕТ ЭКОНОМИЧЕСКИХ ЗАТРАТ НА СТРОИТЕЛЬНЫХ ПРЕДПРИЯТИЯХ.....	185
Асадова Мафтуна Саъдуллаевна	



IMPROVING THE ECONOMIC POTENTIAL OF OIL AND GAS INDUSTRY ENTERPRISES IN UZBEKISTAN: MODERN CHALLENGES AND DEVELOPMENT PROSPECTS	188
Bekmuhammedova Malika Iskandarbekovna	
ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ ПРЕДПРИЯТИЙ НЕФТЕГАЗОВОЙ ПРОМЫШЛЕННОСТИ В УСЛОВИЯХ ЦИФРОВОЙ ТРАНСФОРМАЦИИ	191
Бекмухамедова Малика Искандарбековна	
РОЛЬ ИНВЕСТИЦИЙ И ИННОВАЦИЙ В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ ПРЕДПРИЯТИЙ НЕФТЕГАЗОВОЙ ПРОМЫШЛЕННОСТИ	193
Бекмухамедова Малика Искандарбековна	
РАЗВИТИЕ СИСТЕМЫ ГОСУДАРСТВЕННОЙ ФИНАНСОВОЙ ПОДДЕРЖКИ ВОВЛЕЧЕНИЯ МАЛООБЕСПЕЧЕННЫХ СЕМЕЙ В ПРЕДПРИНИМАТЕЛЬСКУЮ ДЕЯТЕЛЬНОСТЬ	195
Ережепов Куанышбай	
KORXONALAR DAROMADLARI VA XARAJATLARINI BOSHQARISHNI TAKOMILLASHTIRISH	198
Aymuxammedova Amina Kakajanovna	
KICHIK BIZNESNI MOLİYALASHTIRISHNING ZAMONAVIY USULLARI	201
Jubanova Bayramgul Aymuratovna	
KNOW YOUR CUSTOMER MECHANISMS AS A TOOL FOR ENHANCING RISK MANAGEMENT SYSTEMS IN COMMERCIAL BANKS	204
Sherzod Fayziyev	
ТЕОРЕТИКО-НАУЧНЫЕ ОСНОВЫ ПОВЫШЕНИЯ ЭКОНОМИЧЕСКОГО ПОТЕНЦИАЛА ПРЕДПРИЯТИЙ НЕФТЕГАЗОВОЙ ПРОМЫШЛЕННОСТИ	208
Бекмухамедова Малика Искандарбековна	
IQTISODIY XAVFSIZLIKNI BAHOLASHDA XALQARO TAJRIBANING AHAMIYATI	213
Islamov Anvar Ashirqulovich	
IMPROVING THE MECHANISMS FOR THE ECONOMIC DEVELOPMENT OF THE INDUSTRIAL SECTOR BASED ON STRUCTURAL CHANGES AND INFRASTRUCTURAL FACTORS	217
Ne'matov Shokhrukhbek Mamurjon o'g'li	
THE ROLE OF FOREIGN INVESTMENT IN AGRICULTURE AND ITS IMPROVEMENT	220
Komaliddin Yusupov	
AVIAYUK ZANJIRIDA DAVLAT-XUSUSIY SHERIKLIK (DXSH) MEKANIZMI: XALQARO TAJRIBA VA O'ZBEKISTON UCHUN INSTITUTIONAL MODEL	224
Anvarova Dilfuza Abdusattor qizi	
AN EMPIRICAL ANALYSIS OF THE FACTORS SHAPING CONSUMER BEHAVIOUR THROUGH DIGITAL PLATFORMS IN UZBEKISTAN	228
Jumayev Bobomurod Nurmaxmat o'g'li	



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Jumayev Bobomurod Nurmaxmat o'g'li

**Independent Researcher, Department of Digital Economy,
Tashkent State University of Economics**

Abstract. The rapid development of the digital economy has fundamentally transformed consumer behaviour in the tourism industry by increasing the role of digital platforms in travel planning, information search, service comparison, booking, and post-purchase interaction. This study presents an empirical analysis of the factors shaping consumer behaviour through digital platforms in Uzbekistan. The research examines the influence of platform quality, service transparency, pricing policies, electronic payment security, online reviews, and demographic characteristics on consumers' tourism-related purchasing decisions. The study is based on survey data, statistical information, and secondary sources to evaluate consumers' attitudes towards digital tourism services and their behavioural patterns before and after purchasing tourism products. The findings indicate that digital platforms have become an important source of tourism information, while online reviews, platform credibility, and active interaction between tourism companies and consumers significantly influence purchase intentions. The results further reveal that socioeconomic characteristics such as age, gender, education, income, marital status, and place of residence affect consumer behaviour at different stages of the purchasing process. The study concludes that improving digital platform functionality, strengthening consumer trust, and enhancing interactive communication can contribute to the greater adoption of digital tourism services and support the sustainable digital transformation of Uzbekistan's tourism sector.

Keywords: digital economy, digital platforms, consumer behaviour, tourism industry, online booking, electronic payments, social media, online reviews, digital tourism, tourism marketing, consumer trust, Uzbekistan.

Annotatsiya. Raqamli iqtisodiyotning jadal rivojlanishi sayohatni rejalashtirish, axborot izlash, xizmatlarni taqqoslash, bron qilish va xariddan keyingi o'zaro aloqalarda raqamli platformalarning rolini oshirib, turizm sohasida iste'molchilar xatti-harakatlarini sezilarli darajada o'zgartirdi. Mazkur tadqiqotda O'zbekistonda raqamli platformalar orqali iste'molchilar xatti-harakatlarini shakllantiruvchi omillar empirik jihatdan tahlil qilingan. Tadqiqotda platforma sifati, xizmatlar to'g'risidagi axborotning shaffofligi, narx siyosati, elektron to'lovlar xavfsizligi, onlayn sharhlar va demografik xususiyatlarning iste'molchilarning turizm xizmatlarini xarid qilish bo'yicha qarorlariga ta'siri o'rganilgan. Tadqiqot iste'molchilarning raqamli turizm xizmatlariga munosabatini hamda turistik mahsulotlarni xarid qilishdan oldingi va keyingi xatti-harakatlarini baholash uchun so'rovnoma ma'lumotlari, statistik axborot va ikkilamchi manbalarga asoslangan. Natijalar raqamli platformalar turizmga oid axborotning asosiy manbasiga aylanganini, onlayn sharhlar, platformalarning ishonchligi hamda turizm kompaniyalari bilan iste'molchilar o'rtasidagi faol o'zaro aloqa xarid qilish niyatiga sezilarli ta'sir ko'rsatishini ko'rsatdi. Shuningdek, yosh, jins, ma'lumot darajasi, daromad, oilaviy holat va yashash joyi kabi ijtimoiy-iqtisodiy xususiyatlar xarid jarayonining turli bosqichlarida iste'molchilar xatti-harakatlariga ta'sir qilishi aniqlandi. Tadqiqot yakunida raqamli platformalarning funksional imkoniyatlarini takomillashtirish, iste'molchilar ishonchini mustahkamlash va interaktiv aloqalarni rivojlantirish raqamli turizm xizmatlaridan foydalanish darajasini oshirishga hamda O'zbekiston turizm sohasining barqaror raqamli transformatsiyasini qo'llab-quvvatlashga xizmat qilishi ta'kidlangan.

Kalit so'zlar: raqamli iqtisodiyot, raqamli platformalar, iste'molchi xatti-harakati, turizm sohasi, onlayn bronlash, elektron to'lovlar, ijtimoiy media, onlayn sharhlar, raqamli turizm, turizm marketingi, iste'molchilar ishonchi, O'zbekiston.

Аннотация. Стремительное развитие цифровой экономики существенно изменило поведение потребителей в сфере туризма за счёт возрастания роли цифровых платформ в планировании поездок, поиске информации, сравнении услуг, бронировании и взаимодействии после совершения покупки. В данном исследовании представлен эмпирический анализ факторов, формирующих поведение потребителей на цифровых платформах в Узбекистане. Рассматривается влияние качества платформ,



прозрачности информации об услугах, ценовой политики, безопасности электронных платежей, онлайн-отзывов и демографических характеристик на решения потребителей о приобретении туристских услуг. Исследование основано на данных опроса, статистической информации и вторичных источниках, используемых для оценки отношения потребителей к цифровым туристским услугам, а также особенностей их поведения до и после приобретения туристских продуктов. Результаты показывают, что цифровые платформы стали основным источником туристской информации, а онлайн-отзывы, надёжность платформ и активное взаимодействие между туристскими компаниями и потребителями оказывают существенное влияние на намерение совершить покупку. Кроме того, установлено, что такие социально-экономические характеристики, как возраст, пол, уровень образования, доход, семейное положение и место проживания, влияют на поведение потребителей на различных этапах процесса покупки. В исследовании сделан вывод о том, что совершенствование функциональных возможностей цифровых платформ, укрепление доверия потребителей и развитие интерактивной коммуникации могут способствовать расширению использования цифровых туристских услуг и поддержке устойчивой цифровой трансформации туристской отрасли Узбекистана.

Ключевые слова: цифровая экономика, цифровые платформы, поведение потребителей, туристская отрасль, онлайн-бронирование, электронные платежи, социальные сети, онлайн-отзывы, цифровой туризм, туристский маркетинг, доверие потребителей, Узбекистан.

INTRODUCTION

The implementation of Uzbekistan's digital economy strategy, together with comprehensive reforms in the tourism industry, has created favourable conditions for the rapid expansion of digital platforms across tourism services. The growing adoption of online reservation systems, mobile applications, digital payment solutions, and electronic information resources has significantly changed the way consumers search for information, evaluate alternatives, and make travel-related decisions. These developments highlight the importance of conducting empirical research to identify the determinants of consumer behaviour within the country's evolving digital tourism environment.

Digital tourism platforms enable consumers to obtain information efficiently, compare tourism products and services, complete reservations, and make secure online payments through integrated digital channels. Beyond convenience, factors such as platform usability, transparency of service information, pricing policies, payment security, and customer reviews have become essential determinants of consumer trust and purchase intention. Understanding the relative importance of these variables and the relationships among them requires systematic empirical investigation.

Consumer behaviour in Uzbekistan's tourism market is also influenced by several country-specific characteristics, including the balance between domestic and international tourism demand, the population's level of digital literacy, internet accessibility, mobile network coverage, and the ongoing development of the national digital payment infrastructure. Consequently, while internationally recognised theoretical models provide valuable analytical frameworks, empirical models should also reflect the distinctive institutional and socioeconomic characteristics of Uzbekistan's tourism market.

Empirical assessment based on survey data, digital platform statistics, and secondary information sources makes it possible to identify the principal factors influencing tourism demand in the digital environment. Such analysis enables researchers to evaluate consumers' attitudes towards online purchasing, the frequency of digital platform usage, and overall satisfaction with digital tourism services. The findings provide an empirical basis for developing practical recommendations to support the digital development of Uzbekistan's tourism industry.

The primary objective of this study is to empirically examine the factors influencing consumer behaviour on digital platforms in Uzbekistan's tourism sector, assess the magnitude of their impact, and formulate evidence-based recommendations for improving the effectiveness of digital tourism platforms. In this context, digital platforms serve as online ecosystems that connect consumers with tourism service providers while facilitating information exchange, service comparison, purchasing decisions, and post-travel experience sharing.

According to the survey results, approximately 71% of respondents actively use digital platforms; however, only around 5% purchase tourism services or hotel accommodation through online channels. Domestic consumers generally travel once a year, whereas Uzbek citizens residing abroad tend to travel more frequently, averaging two or three trips annually.

Survey results regarding travel frequency indicate that 35% of respondents travel once a year, 31% travel two to three times annually, 17% travel only occasionally, 10% travel four to five times a year, and 7% travel



six or more times annually. Younger respondents, particularly those under the age of 25, demonstrate the highest travel frequency, typically undertaking two or three trips per year. In contrast, respondents from older age groups generally travel once annually. Individuals holding higher education qualifications also tend to travel once a year, which may reflect employment-related time constraints, while respondents with secondary specialised education travel less frequently. Students represent the most active travel segment, averaging two to three trips each year.

Income level likewise has a noticeable effect on travel behaviour. Respondents earning between USD 200 and USD 1,500 per month generally reported travelling once a year. Those with monthly incomes below USD 200—predominantly students—either travelled infrequently or, in some cases, relatively often, depending on their personal circumstances. Meanwhile, respondents earning between USD 1,500 and USD 3,000 demonstrated considerably higher travel activity, typically making two to three trips annually.

Among online booking services, Booking.com remains the most widely used and trusted platform among respondents in Uzbekistan. Participants selecting the “Other” category identified additional platforms, including RentCar.com, GetYourGuide, Sayohat.uz, Ostrovok.ru, and Aviasales.uz. These findings indicate that Booking.com was the most frequently used online booking platform among the respondents.

The analysis of digital platform usage by place of residence reveals notable differences in user preferences. Respondents residing in Uzbekistan most frequently use Instagram, whereas those living abroad primarily rely on YouTube and Instagram for tourism-related information. Platform usage also varies according to employment status. Since the majority of survey participants were employed and possessed higher education qualifications, most reported spending between six and ten hours, or up to five hours, per week using digital platforms.

Responses concerning online purchases of tourism services demonstrate a high level of digital engagement. Approximately 87% of respondents purchase airline, railway, or bus tickets online, while 80% reserve hotels, apartments, or other accommodation through digital platforms. Furthermore, 67% purchase tickets for tourist attractions, 65% book guided tours or excursion services, and 45% use online platforms to rent vehicles.

The empirical findings further indicate that socioeconomic characteristics significantly influence consumer behaviour throughout different stages of the purchasing process. Gender and age appear to have a comparatively greater influence on consumer behaviour during the information-search and pre-purchase stages. Conversely, education level and income exert greater influence on post-purchase behaviour, including customer satisfaction, review writing, and continued platform usage. Other demographic variables, including marital status and place of residence, affect consumer behaviour across both pre-purchase and post-purchase stages.

CONCLUSION AND SUGGESTIONS

The empirical analysis indicates that digital platforms have become an important factor influencing consumer behaviour in Uzbekistan's tourism sector. The findings suggest that the increasing integration of online booking systems, mobile applications, electronic payment methods, and social media into tourism services has fundamentally transformed the way consumers search for information, evaluate alternatives, and make purchasing decisions. Digital platforms not only simplify access to tourism products and services but also enhance transparency, convenience, and consumer engagement throughout the travel decision-making process.

The study reveals that consumers' behaviour on digital platforms is significantly influenced by demographic and socioeconomic characteristics. Gender and age primarily affect pre-purchase information search and evaluation, whereas education level and income have a stronger influence on post-purchase behaviour, including online reviews and experience sharing. Marital status and place of residence were found to influence both stages of consumer behaviour. These findings suggest that consumer decision-making in digital tourism is multidimensional and may require differentiated marketing approaches for different consumer segments.

The empirical results also show that Uzbek consumers rely heavily on digital platforms before purchasing tourism services. According to the survey responses, user-generated content, online reviews, and recommendations from other travellers appear to have a greater influence than endorsements from celebrities or social media influencers. Furthermore, consumers perceive digital platforms not only as information sources but also as interactive communication channels that strengthen relationships between tourism service providers and customers. Active engagement, prompt responses, and effective customer support through digital platforms may positively influence consumers' purchase intentions and final decisions.



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