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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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- 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
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- 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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ENHANCING THE EFFICIENCY OF MARKETING PROJECT MANAGEMENT THROUGH ARTIFICIAL INTELLIGENCE IN THE DIGITAL ECONOMY

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Abstract. This thesis examines the issues related to enhancing the efficiency of marketing project management through the application of artificial intelligence in the context of the digital economy. It highlights the potential of artificial intelligence to automate marketing processes, analyze customer behavior, and optimize managerial decision-making.

Keywords: artificial intelligence, marketing, project management, digital economy, KPI, efficiency.

Annotatsiya. Ushbu tezisda raqamli iqtisodiyot sharoitida sun'iy intellektni qo'llash orqali marketing loyihalarini boshqarish samaradorligini oshirish masalalari ko'rib chiqilgan. Sun'iy intellektning marketing jarayonlarini avtomatlashtirish, mijozlar xulq-atvorini tahlil qilish hamda boshqaruv qarorlarini optimallashtirishdagi imkoniyatlari yoritilgan.

Kalit so'zlar: sun'iy intellekt, marketing, loyiha boshqaruvi, raqamli iqtisodiyot, KPI, samaradorlik.

Аннотация. В данной работе рассматриваются вопросы повышения эффективности управления маркетинговыми проектами посредством применения искусственного интеллекта в условиях цифровой экономики. Раскрываются возможности искусственного интеллекта в автоматизации маркетинговых процессов, анализе поведения клиентов и оптимизации управленческих решений.

Ключевые слова: искусственный интеллект, маркетинг, управление проектами, цифровая экономика, KPI, эффективность.

INTRODUCTION

The rapid advancement of digital technologies in recent years has brought substantial changes to different areas of economic activity. Marketing is among the fields most strongly affected by these developments. In particular, the growing use of digital tools has encouraged businesses to move beyond traditional marketing practices and adopt more flexible and innovative approaches to management.

Digital transformation has also become an important component of the economic reforms being carried out in the Republic of Uzbekistan. The "Digital Uzbekistan – 2030" Strategy places particular emphasis on the wider adoption of modern information and communication technologies across different sectors of the economy, the digitalization of management processes, and the development of innovative activities [1].

These developments make the issue of improving the efficiency of marketing project management through artificial intelligence increasingly relevant from both theoretical and practical perspectives. The use of AI can contribute to changes in the way marketing projects are planned, implemented, and evaluated by providing new opportunities for process automation and data-based decision-making. In this thesis, the main aspects of this issue are considered, with particular attention given to the role of contemporary approaches in improving marketing management.

LITERATURE REVIEW

The digitalization of marketing and the search for more effective approaches to its management have received considerable attention in recent academic research. The increasing integration of digital technologies has gradually changed the nature of marketing activities, creating a need for management systems that are more flexible, data-oriented, and integrated.

H. Kerzner, in his research on project management, emphasizes the importance of adaptive management approaches, risk management, and the effective use of digital technologies in modern project environments. These factors are considered important for improving project performance and responding to changing project



conditions [2].

The role of data and analytical tools in marketing decision-making has also been examined by M. McDonald and H. Wilson. Their studies emphasize the growing importance of Big Data and marketing analytics in understanding market conditions and supporting managerial decisions. A data-driven approach can help companies improve the accuracy of their forecasts and use available resources more effectively [3].

Research conducted by scholars in Uzbekistan has likewise addressed the development of marketing activities and the improvement of management practices. In particular, A. Vahobov points to the significance of innovative approaches to marketing development within the broader process of economic modernization [4].

Overall, the existing literature provides a substantial theoretical basis for understanding the digitalization of marketing, the use of analytical systems, and the improvement of management processes. However, the application of artificial intelligence specifically to marketing project management remains comparatively less explored, particularly in terms of its broader effect on project efficiency. This suggests a need for further research into how AI-based tools can be integrated into marketing project management and used to improve its effectiveness.

ANALYSIS AND RESULTS

The management of marketing projects has become increasingly complex in the modern digital economy, while at the same time relying more heavily on highly automated systems supported by artificial intelligence (AI). In particular, AI-based algorithms used by digital advertising platforms such as Google Ads have become an important tool for improving the efficiency of marketing decisions.

One of the key AI-based technologies used in Google Ads is Smart Bidding. It evaluates a range of factors, including users' search behavior, geographical location, device type, and time-related factors, and uses this information to adjust bidding strategies automatically. Such optimization can contribute to improved click-through and conversion performance in advertising campaigns [5].

The analysis indicates that AI-driven Google Ads systems can process large volumes of data in real time and identify audience segments that are more likely to respond to a particular advertising campaign. As a result, businesses can allocate their advertising budgets more efficiently and potentially improve their return on investment (ROI).

Another relevant feature is Performance Max, which uses AI to optimize campaigns across several Google channels, including YouTube, Search, and Display. Instead of managing each channel separately, this approach allows campaign performance to be adjusted through a more integrated, data-driven model. In this way, marketing project management becomes more adaptive and responsive to changes in campaign performance.

AI also contributes to greater personalization in digital advertising. Advertisements can be tailored to users on the basis of their interests and previous interactions. Such personalization makes it possible to establish a more individual approach to customers and may contribute to stronger customer engagement and brand loyalty [6].

In addition, key performance indicators such as CTR, CPC, and CPA can be monitored continuously within Google Ads, while automated algorithms adjust campaign parameters according to performance data. This enables marketing managers to respond more quickly to changes and monitor campaign effectiveness on an ongoing basis.

The use of artificial intelligence in Google Ads can provide several practical outcomes for marketing project management:

1. Greater automation of advertising campaigns.
2. More precise audience segmentation.
3. More efficient allocation of marketing expenditure.

CONCLUSION AND SUGGESTIONS

The findings of the study suggest that digital transformation is changing the way marketing projects are managed. Traditional approaches are increasingly being complemented by technology-driven and data-oriented management systems. Within this transformation, artificial intelligence is becoming an increasingly important factor in improving the efficiency of marketing activities.

The analysis suggests that AI can contribute to faster decision-making in marketing while supporting more informed decisions. In particular, the ability to analyze and predict customer behavior provides businesses with a stronger basis for developing more targeted marketing strategies.

The use of automated systems in marketing can also support operational efficiency and help reduce certain



errors associated with manual processes. This creates better conditions for achieving more consistent results in the management of marketing projects.

Based on the findings of the study, the following recommendations are proposed:

1. Expand the use of AI-based analytical systems in marketing project management;
2. Increase the application of personalization technologies in customer relationship management;
3. Integrate KPI tracking with real-time monitoring systems;
4. Further digitalize and automate marketing processes;
5. Promote a data-driven decision-making culture within organizations;
6. Potential improvement in conversion rates;
7. Continuous monitoring of key performance indicators.

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