INTERNATIONAL JOURNAL ON ECONOMICS, FINANCE AND SUSTAINABLE DEVELOPMENT
E-ISSN: 2620-6269

IJEFSD

Available online at www.researchparks.org

RESEARCH PARK

https://journals.researchparks.org/index.php/IJEFSD

Vol. 7 No. 3 | September 2025

Provision of Marketing Services in the Field of Digital Economy

Musayeva Shoira Azimovna,
Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan
Fayziev Sardorkhon Sanjarkhonovich.
Student Tashkent Turin Polytechnic University
E-mail: musaeva_shoira@mail.ru

ABSTRACT

This article is devoted to identifying the role and improving the quality of marketing in the digital economy as a result of researches on difital transformation. And also offers are presented that can help improve the quality of sevices provided in all sectors of the economy.

ARTICLEINFO

Article history:
Received 10 Feb 2025
Received in revised form
12 Mar 2025
Accepted 30 Apr 2025

Keywords digital economy, digital technologies, IT technologies, digitalization online shopping, online learning, e-business, e-commerce.

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Introduction

Today, the digital space has become the most important element of the modern world. The use of new developments from the point of view of labor productivity helps to increase the speed of work and simplify it, the ability to solve larger problems, individualize the service taking into account client preferences, from a marketing point of view - to attract more clients, since the number of users of digital and technology in the world is on average 70% and this number is increasing every year, also residents of more developed countries prefer online shopping, for comparison we can see the results of 2022. For example, in the UK, 83% of users used the Internet to order goods and services. This figure was slightly low in Sweden (78%) and Germany (77%), but distance learning was not popular since in the USA and the Republic of Korea 20% of Internet users are engaged in online education, in Sweden 18%, in Finland -17% . Another important aspect is the introduction of digital technologies that simplify the process of buying tickets and choosing a hotel – the ability to do this remotely. The positive aspects of remote access to resources are convenience, purchasing tourist services without leaving home, which allows you to supplement the target audience with clients who are geographically distant from the company's office, or clients who, for certain reasons, cannot personally come to the office. This raises the question, what does the word digital economy mean?

This word means the electronic economy and economic activities based on digital technologies associated with electronic business and electronic commerce, and the digital goods and services produced and sold by them. The digital economy has become the main and necessary element in the development of the economy for our state. In the process of developing the digital economy in Uzbekistan, a number of actions were carried out and the most important of them is the decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev "On measures for the widespread introduction of the digital economy and e-government" dated April 28, 2020. The document provides for the accelerated formation of the digital economy by doubling its share in the country's gross domestic product by 2023. The Ministry for the Development of Information Technologies and Communications has been designated as the authorized body in the field of development of the digital economy and e-government. The National Agency for Project Management under the President retains the authority to implement crypto-assets and blockchain technology.

Stage 1
Evolution of complex automation, new types
energy, technology for manufacturing new materials
Stage 2
Evolution of forms of factor improvement
production and manufactured products
Stage 3
The invention of modern computers and the emergence
Internet
Stage 4
Integrated use of digital technologies in
system level

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Internet economy
Analogue Economics
Digital economy
Analogue Economics

In the structure of the central apparatus of the ministry, the position of deputy minister is being introduced, responsible for issues of accelerated digitalization of the agricultural sector, the introduction of modern information systems and software products in the agriculture and food security sectors. Thus, Uzbekistan is moving towards its goal of achieving an increase in the level of the digital economy, although for this there are several stages of development which can be seen in the following diagram.

As you can see, according to the scheme, the modern economy goes through 4 stages. Let's consider the role of the digital economy in the field of marketing and methods for improving the quality of marketing services. First, it is necessary to clarify what digitalization of marketing is. Digital marketing

is a general term used to refer to the marketing and interactive marketing of products and services that uses digital technology to attract potential customers and retain them as consumers. One of the main advantages of this industry is the promotion of brands using digital communication, which provides a large audience reach. But at the same time, this type of marketing makes it possible to convey a marketing message in a shorter period of time, despite the fact that it can reach a large number of interested parties. Moreover, digital marketing reduces costs compared to traditional companies. We can look at many more such benefits of digital marketing, as it can be extremely beneficial for a country and for its economic growth, applying any measures to improve methods to attract others to work and use digital marketing is considered the main goal of today's economists. To achieve this, several methods are provided. The first step for a marketer is to establish communication with the consumer in a digital setting. Secondly, a professional marketing employee must get used to new working conditions on the Internet or other digital devices for collecting, processing and analyzing marketing information. The latter is to organize marketing events, but unlike traditional methods in the digital economy, they now need to automate the planning and implementation of these events. As Bill Gates said

“If your organization does not exist on the Internet, then it generally does not exist!” From this we can conclude that today the rules have not changed, that is, if the state does not use the digital economy environment, then its role and place in society is insignificant and it does not exist in the state!

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