

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHIQ (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](https://doi.org/10.15863/TAS) DOI: [10.15863/TAS](https://doi.org/10.15863/TAS)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 09 Volume: 113

Published: 29.09.2022 <http://T-Science.org>

Issue

Article



Nilufar Muratovna Nabieva

Fergana Polytechnic Institute
Senior Lecturer of the Economics Department,
Ferghana, Republic of Uzbekistan
n.nabiyeva@ferpi.uz

TOPICAL ISSUES OF DEVELOPING A MARKETING STRATEGY FOR THE DEVELOPMENT OF COMPANIES IN THE SERVICE SECTOR

Abstract: Effective use of marketing strategies is associated with understanding the transformation of the basic complex and the allocation of additional elements that will allow the organization to function more productively in the market. Marketing strategies are connected with the definition of the target market, assortment policy, price, choice of location, atmosphere and promotion of the enterprise (its products), other activities. The development and implementation of a marketing strategy contributes to improving the efficiency of the organization, its development in the near future, therefore, the stated topic of the final qualifying work is relevant. The subject of the study is organizational and economic relations in the process of developing and implementing a marketing strategy of service enterprises. Research methods. The research work used methods of grouping, abstract-logical thinking, monographic, comparison, comparative analysis, expert evaluation, questionnaires, economic-mathematical, statistical, cluster analysis, step-by-step analysis. The purpose of the study is to consider the problems of developing a marketing strategy for the development of a company in the service sector system.

Key words: marketing strategy, service marketing, consumer attention, struggle policy, competitiveness.

Language: English

Citation: Nabieva, N. M. (2022). Topical issues of developing a marketing strategy for the development of companies in the service sector. *ISJ Theoretical & Applied Science*, 09 (113), 149-155.

Soi: <http://s-o-i.org/1.1/TAS-09-113-29> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.09.113.29>

Scopus ASCC: 2000.

Introduction

Currently, the role of marketing in the activities of any commercial organization is extremely large. Such indicators of the enterprise as the level of sales, profitability, profitability and others depend on the chosen direction of marketing activity. The company's strategy plays a decisive role in conducting marketing activities. The clearest definition of the marketing strategy of the enterprise, as well as the following and control over its execution helps the organization to achieve the best results.

In an unstable external environment, the relevance of developing a clear marketing strategy that would meet the conditions of the market and the internal component of the organization is beyond doubt. Often, over time, the marketing strategy that was determined at the initial stage of the organization's development is not suitable for the enterprise due to constantly changing market

conditions. An incorrectly chosen strategy does not allow the company to achieve the planned indicators. In this regard, there is a need to develop a marketing strategy of the enterprise. Playing a significant role in the development of the enterprise, the marketing strategy is also an important element of it. The development of measures for the implementation of a marketing strategy is an integral part of entrepreneurial activity. One of the global trends in the modern economy is the phenomenal growth of services provided. In the context of deepening globalization and growing digitalization of the economy, special attention is paid to the rapid development of the service sector. "While the share of this industry in global GDP averages 65%, this figure is 80% in the US and 70-75% in the European Union." According to the practice of developed countries, such as the USA, Germany, Great Britain, Japan, South Korea, marketing strategies are effectively used in the

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

context of investments, which is considered as one of the promising goals of human development. This, in turn, demonstrates the relevance of the widespread use of marketing activities, especially marketing strategies, in the practice of ensuring a high level of socio-economic development.

In the context of the rapid development of the digital economy in the world, special attention is paid to research aimed at improving marketing strategies to ensure the competitiveness of products and services, especially in the targeted and differentiated implementation of services. One of the priorities of the research is to increase consumer satisfaction with the quality of services by increasing the diversification of products, the widespread introduction of innovative technologies in marketing approaches, the diversification of services and marketing research to ensure their competitiveness.

The level of knowledge of the problem.

Scientific, theoretical and methodological problems of the development of the service sector, including the activities of service enterprises, are presented by foreign scientists: Avanesova G. A., Ansoff I., Bagsht K., Balaeva O. N., Beredina I. S., Best R., Gamble P., Jordan M., Janster P., Doyle P., Dixtl E., Kotler F., by Keller K. L., Lovelock K., Lamben S., Minett S., Owen R. and have been studied in the scientific works of others.

Scientists from CIS countries Gamayunov B. P., Golubkov E. P., Morunov A. S., Nedyakin M., Perminov S. M., Romanenkova O. N., Sineeva I. N. and others were studied in the scientific works of other scientists.

In recent years, scientific work has been carried out on the use of marketing strategies at service enterprises in our country Abdurakhmonov K. H., Akhunova G. N., Bekmuradov A.S., Boltabaev M.R., Ikramov M. A., Ziyaeva M. M., Nabiev D. H., Pardaev M. K., Tukhliev I. S., Fattakhov A. A., Khakimov Z., Ergashkhodzhaeva Sh. J., Kosimova M. S., Yusupov M. And this is reflected in the scientific research of other scientists.

At the same time, it should be noted that issues related to solving social problems in the republic, employment of its population, expulsion from poverty, the systematic creation of services to meet the ever-growing material and spiritual needs, the development of its marketing strategy, have not been given sufficient attention by specialists and scientists. This situation determines the need for scientific research in this direction.

The subject of the study is organizational and economic relations in the process of developing and implementing a marketing strategy of service enterprises.

Research methods. The research work used methods of grouping, abstract-logical thinking, monographic, comparison, comparative analysis, expert evaluation, questionnaires, economic-

mathematical, statistical, cluster analysis, step-by-step analysis.

The practical results of the study are as follows:

- the improvement of the services market in the context of the development of competition is based not only on the provision of services, but also on the provision of employment and poverty reduction;
- based on the need to develop a medium- and long-term marketing strategy aimed at identifying opportunities for the development of a service sector enterprise and additional financing;
- the justification of the marketing strategy for the development of services by districts is based on the appropriateness of using the cluster analysis method.

Reliability of the results of the study. This is due to the fact that all the data used in the study were obtained from relevant official sources, and the methods used in the study were objective. The reliability of the research results is determined by the expediency of the approaches and methods used, official sources of information, including the State Statistics Committee of the Republic of Uzbekistan, reports of enterprises of the Ferghana region, the use of information collected on the basis of questionnaires, conclusions and suggestions are put into practice by statistical agencies and service enterprises.

Analysis and results.

What is the marketing strategy? Do I need a strategy at all? – unambiguous answers to these questions have been recognized as controversial in recent years. And despite the many books written about the importance of strategy, there are many theorists and practitioners of domestic business who question the need to form a strategy for companies, explaining their position by the very rapid dynamics of business development. The same topic was addressed by Alt researchers who studied the experience of fast-growing Eastern European companies, among which there are many companies in the service sector. That's what the first persons of successful enterprises told them. "We don't have a document called strategy. We have a rapid response strategy." Such a strategy allows these companies to develop dynamically: "We are smaller, we are faster and more flexible."

For fast-growing companies in the service sector, as the researchers note, such strategic guidelines are characteristic:

- The desire to go your own way, to build a business and a company as you see fit, often contrary to established traditions and rules. The motto is we are different. Example: the ARCHICAD software product developed by Graphisoft radically changed the work of architects, allowing them to switch from modeling a two-dimensional image of the projected object to a three-dimensional one. In addition to the company's

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИИ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

presence in the three largest global markets, almost half of its revenue comes from small markets that usually go unnoticed by industry leaders.

- Developed partner networks. Small and medium-sized companies do not have enough resources to build their own extensive sales network, so companies are trying to expand their business by attracting partner networks.

- It is necessary to follow the planned strategic goals and implement the planned strategy. The classic formula of McDonald's success: cleanliness, speed, high standards – allowed this company to lead the fast food market for a long time. Many experts associate the crisis in this company with a deviation from the chosen strategic guidelines.

Strategic competitive advantages of the most successful service companies

- The first and very important key to the success of a service company is the price. The price of the service affects the expectations of potential customers and the feelings and perception of services by real customers. The price allows you to create rose-colored glasses, wearing which people evaluate the quality of service. Customers may like the low price: it reflects what we can afford now. But even trying to save money and paying tribute to a reasonable price, we are unlikely to be satisfied with the quality of such a service – we will have a feeling that it could have been better. All residents of Tashkent and Samarkand, of course, know the conceptual restaurants of Turkish cuisine; the high prices of these establishments do not scare away visitors, they tempt them. When a customer can afford to visit such a restaurant, he will definitely do it. Also, the high price affects the perception, increasing customer satisfaction. In most cases, the reduction of prices for the service is unjustified, companies cannot withstand the price race and die. The alternative to lowering prices is the best work of sellers. Another option for solving the issue of "low prices" is the formation of "packages of services" of various costs. This is what mobile operators do, offering us various options for tariff plans.

- The second key strategic advantage for service companies is the brand. Brands survive primarily because the image of the company is maintained by the constant quality of service. We will find standard quality products and service anywhere in the world at McDonald's restaurant. This consistency is highly appreciated by customers. According to foreign researchers, customer satisfaction from using the services of a company with a well-known brand is greater. Build your brand, services are sold thanks to the customers' faith in them and brands create this faith. Unfortunately, there are not so many among the national companies of Uzbekistan who can be cited as an example of a successful brand builder. One of the most consistent and "advanced" in this direction is the fast food restaurant chain EVOS. The cost of brand

promotion is often estimated by experts at millions of dollars. Not many people can afford such costs, but many can become an EVOS partner by purchasing a franchise of this chain restaurant. Acquire a brand, create it, or become a partner of someone who has it.

Tactical marketing planning

Which of the specific marketing "moves" are used by most successful companies?

- *Firstly*, it is a focus on long-term relationships with the client. We often hear this phrase, but we don't always imagine how a company employee should behave in order to emphasize the priority of customer interests. Most often, you can make a client feel important to your company by providing him with additional advice or information on your services. A huge menu, unknown ways to clean clothes – in this new information, the client needs to navigate and choose something that will not disappoint him. How often in a Japanese restaurant, when I ask what this or that exotic product tastes like the most, the waiter says "I don't know".

- *Secondly*, the most successful companies plan considerable budgets for training employees interacting with customers. The trainers focus on the ability of employees to speak clearly without using professional jargon, and the ability to identify the needs of the client.

- *The third* important rule of forming a loyal customer base is the selection, sorting and termination of customer relationships that do not correspond to the characteristics of the target group. For an advertising agency, for example, the history of a client's relationship with companies of a similar profile is extremely important. If the customer company often changed partners among advertising agencies, then the forecast for working with this client is negative.

- *The fourth* point is the formula that ensures the emergence of trust in your company from the client (the author of the formula is Harry Beckwith):

Consistency / predictability + Meeting deadlines + Non-disclosure of client information.

- And finally, the fifth rule of successful marketing tactics used by many companies is a well-developed "packaging" of the service. The client is fascinated by the appearance, he feels comfortable only where there is beauty. It is known that consulting companies spend up to 8% of the cost of contracts on the design and decoration of the company's office. Many were impressed by the new, individually designed offices of MURATBUILDING skyscrapers, from whose huge windows you can admire the views of Tashkent. Clients are pleased to be in such an

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIHII (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

office, it is pleasant to leave orders to this research agency.

As a result of the study and analysis of scientific literature, the author identified such concepts as service, service, service market, service, their content and essence. In the practice of developed countries, there is never any dependence between "service" and "service", it is accepted as a single economic category. However, in developing countries, including Russia and Uzbekistan, giving these terms a confusing definition, the service sector has been brought to the point that its place in the economy is not clearly defined. Also in the official documents of our state there are "service" and "service", which are used in the same way as in different categories.

According to the author, "service" and "service" are based on the fact that it makes sense to express the same content and it is not acceptable to compare them with each other. A service is a type of economic activity, and the provision of a service refers to the process of its implementation. For this reason, in scientific, practical and methodological terms, it is based on the need to consider it as "a service – an activity or process carried out to meet the needs of the second object."

The less materiality there is in services, the more service marketing differs from brand marketing. Evaluation of intangible services can be carried out only after they are received, but only because different factors affect them differently, it is impossible to evaluate them as monotonous. For this reason, there are specific aspects of the marketing concept in the service sector enterprises, it is necessary that each service provider or entrepreneur takes it into account.

Based on the holistic marketing concepts in the dissertation, the expediency of organizing market activities by service companies through the coordination of marketing activities of varying complexity and competence (competence) was substantiated. The use of holistic marketing, which is considered a modern marketing concept, allows each service organization or business activity to ensure that the activities carried out among themselves are aimed at satisfying the desires and desires of a person, that is, the consumer.

The results of the theoretical study allowed us to determine the general patterns of development of service enterprises in the dissertation from the point of view of marketing, they are as follows:

- the demand for the quality and culture of the services provided is increasing. In particular, the requirements for the Internet and the mobile communication system must be adapted by service providers in changing conditions;
- increase in the rate of revenue from the service sector as costs rise;

- monitoring the decrease in the number of primary consumers at a time when consumption volumes are increasing;

- convergence of service enterprises and increased coverage;

- the range and types of services offered.

In the economic literature, services differ from goods mainly by four characteristics:

- inconspicuous;
- the development and consumption of the service is carried out simultaneously;
- variability of the client's attitude to the quality and culture of service;
- unsuitability for storage.

But with the change of life, the characteristics of services also change. For this reason, we found it expedient to release four functions in 8 units.

The last feature, that is, the inability to store services, is currently characterized by the ability to maintain the same services. For example, the storage of information and knowledge in the field of education and ICT, the possibility of transferring offspring to offspring, the formation of individual property, etc.

In conclusion, it should be noted that the use of marketing strategies for the development of the service sector requires adaptation to the trends in the development of the digital economy.

During the work on the dissertation, it was found that the marketing strategy that ensures the development of service sector enterprises should adhere to the following printouts:

- priority solution of social problems in the region, that is, ensuring employment (unemployment in the Ferghana region is 9.7 percent), exclusion from poverty, assistance in the formation of the family budget;
- ensuring differentiation of types of services and their competitiveness, formation of consumer culture among the population;
- satisfaction of the wishes of the population by reducing the cost of services and alternative prices by reducing costs;
- the development of service sector enterprises should be aimed at generating income based on meeting the needs of domestic and foreign markets; widespread use of the 8 "p" concept of Bund marketing;
- increasing the level of suitability of services in the conditions of the formation of the digital economy, such services should be carried out mainly at the expense of ICT, banking, transport, educational and other services;
- increased use of freelancing and self-employed methods by service sector enterprises to ensure efficient use of primary local resources;
- it should serve to harmonize the marketing of goods and services, accelerate the process of integration of economic sectors, and ensure synergetic efficiency.

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

The competitiveness of enterprises is the basis for obtaining advantages in the market, which requires the use of marketing tools in solving this problem. In this regard, in order to achieve the goal, in our opinion, it is necessary to develop a strategy, including marketing. In the practice of marketing services, a competitiveness strategy is very often used. This is due to the fact that when changing a position in the market or its protection (in the presence of different markets and competitive conditions), it is necessary to comprehensively take into account all the factors affecting its changes.

There are two options for choosing a competitive strategy. Firstly, these are local elements, by which we understand the reflection of the sphere of activity of service enterprises and denoting resource opportunities.

Secondly, this is the main element – it is the position of the enterprise in the market of services, which has a dynamic characteristic.

The elements of the marketing strategy (ME_n) are the following: targeted market research (ME₁), positioning (ME₂), pricing policy (ME₃), commodity policy (ME₄), distribution policy (ME₅), communication policy (ME₆).

The elements of the marketing strategy of service companies serve not only to achieve marketing goals, but also serve as a point of future growth. However, there is a major problem, which is that enterprises cannot develop the right development strategies.

Conclusion

There are various classifications of the definition of marketing strategies, which can be systematized as follows; marketing strategies depending on market demand (MS₁); strategies of competitive advantages according to M. Portet (MS₂), marketing strategies for the product lifecycle (MS₃); strategies of adaptation to competition according to F. Kotler (MS₄); marketing strategies based on the BCG matrix (MS₅); differentiation strategies (MS₆).

The diversity of market conditions, as well as marketing tools that form a competitive strategy, form various combinations in a complex. When choosing a strategy, it is necessary to take into account the resources of the enterprise, as well as the willingness of management to risk.

References:

1. Abdullaev, A. M., et al. (2020). Challenges of coping with the economic consequences of the global pandemic COVID-19. *ISJ Theoretical & Applied Science*, 05 (85), 1-5. Doi: <https://dx.doi.org/10.15863/TAS.2020.05.85.1>
2. Abdullaev, A., et al. (2020). *The issue of a competitive national innovative system formation in Uzbekistan*. In E3S Web of Conferences (Vol. 159, p. 04024). EDP Sciences. Retrieved from <https://doi.org/10.1051/e3sconf/202015904024>
3. (2010). ACRL Research Planning and Review Committee. Top ten trends in academic libraries: A review of the current literature. *College & Research Libraries News*, 71(6), 286-292.
4. Akar, E., & Topcu, B. (2011). An examination of the factors influencing consumer's attitudes toward social media marketing. *Journal of Internet Commerce*, 1(10), 35-67. Retrieved from <https://doi.org/10.1080/15332861.2011.558456>
5. Borisova, A. A. (n.d.). *Etapyi razrabotki marketingovoy strategii*. Instrumentyi i mehanizmy formirovaniya konkurentosposobnoy gosudarstvennoy i regionalnoy ekonomiki: sbornik statey po itogam.
6. Boychenko, A. N. (2018). *Marketingovye strategii sovremennogo predpriyatiya: vid i ih suschnost*. Vyizovyi vremeni i veduschie mirovye nauchnyie tsentry: sbornik statey Mejdunarodnoy nauchno-prakticheskoy konferentsii. Ufa: Omega Sayns.
7. Boyko, I. (2003). Tekhnologicheskije innovatsii i innovatsionnaya politika [Technological innovations and innovation policies]. *Voprosy ekonomiki, Problems of Economics*, 2: 141-144. Retrieved from <http://elibrary.ru/item.asp?id=18242193>
8. Bragin, L. A., & Danko, T. P. (2015). *Torgovoe delo: ekonomika i organizatsiya*: uchebnik. Moskva: INFRA-M.
9. Danny, S. (2019). *Vision 20/20 "The secrets of digital marketing and its role in growing your business"*. ISBN: 9781686615818 - Retrieved from <https://websitedepot.com/wp-content/uploads/2019/08/vision-2020-by-danny-star.pdf>
10. (2021). Datareportal. Retrieved February 15, 2021 from <https://datareportal.com/global-digital-overview>

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
PIIHQ (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

11. Denis, D. (2020). *10 Biggest Content Marketing Trends that Will Dominate 2020*. Retrieved from www.coredna.com/blogs/content-marketingtrends Doi: <https://doi.org/10.5281/zenodo.6475830>
12. Doyl, P. (2016). *Menedjment: strategiya i taktika*. Sankt- Peterburg: Piter.
13. Drozdova, E. S. (2012). *Marketingovyie strategii: printsipyi klassifikatsii*. Transformatsiya regiona v usloviyah globalizatsii ekonomicheskogo razvitiya: sbornik nauchnyih trudov po materialam Mejdunarodnoy nauchno-prakticheskoy konferentsii. Moskva: Ilekta.
14. Gitelman, A. D. (2016). *Preobrazuyuschiy menedjment: lideram reorganizatsii i konsultantam po upravleniyu* : ucheb. posobie. (p.499). Moskva: Delo.
15. Gollay, I. N. (2015). *Soderjanie ponyatiya «strategiya razvitiya predpriyatiya»*. Nauka YUURGU: materialy nauchnoy konferentsii, Chelyabinsk: Yujno-Uralskiy gosudarstvennyy universitet.
16. Golubkov, E. P. (2015). *Osnovy marketinga*: uchebnik. Moskva: Finpress.
17. (2021). *GWJ Social flagship report Q3 2020 - GlobalWebIndex* - Retrieved February 15, 2021 from <https://globalwebindex.com>
18. Kilens, M. (2019). *State of conversational marketing*. Retrieved from <https://www.drift.com/blog/state-of-conversational-marketing/>
19. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
20. Kolchina, N.O. (2013). Marketing obrazovatelnykh uslug [Marketing of educational services]. *Integratsiya obrazovaniya, Integration of Education*, 4: 48-51. Retrieved from <http://elibrary.ru/item.asp?id=20879311>
21. Kurpayanidi, K. (2022). Integration of innovation and information and communication technologies as a source of economic transformation. *Ekonomika I sosium*, 9 (100).
22. Kurpayanidi, K. I. (2020). Some issues of macroeconomic analysis and forecasting of the economy of Uzbekistan. *Iqtisodiyot va innovatsion texnologiyalar. Ilmiy elektron jurnali*, 2, mart-aprel, 100-108.
23. Kurpayanidi, K. I. (2021). Financial and economic mechanism and its role in the development of entrepreneurship. *ISJ Theoretical & Applied Science*, 01 (93), 1-7. Doi: <https://dx.doi.org/10.15863/TAS.2021.01.93.1>
24. Kurpayanidi, K. I. (2021). Stimulation of foreign economic activities of entrepreneurship on the basis of innovative development. *ISJ Theoretical & Applied Science*, 01 (93), 8-13. Doi: Retrieved from <https://dx.doi.org/10.15863/TAS.2021.01.93.2>
25. Kurpayanidi, K., & Ilyosov, A. A. (2022). *Sanoat maxsulotlari jeksportining tashkiliy-iktisodiy mehanizmlarini takomillashtirish (Fargona viloyati sanoat tarmogi misolida)*. Zenodo. Retrieved from <https://doi.org/10.5281/zenodo.6618980>
26. Kurpayanidi, K. I. (2022). Scenarios of investment and innovation policy in the light of institutional transformation. *ISJ Theoretical & Applied Science*, 04 (108), 1-11. Soi: <http://s-o-i.org/1.1/TAS-04-108-1> Doi: <https://dx.doi.org/10.15863/TAS.2022.04.108.1>
27. Kurpayanidi, K. I. (2022). *Trends in the development of small and medium-sized businesses in the region: foreign experience based on the materials of the Russian*.
28. Kurpayanidi, K. I., & Abdullaev, A. M. (2018). Actual issues of the functioning of an innovative industrial enterprise. *ISJ Theoretical & Applied Science*, 11(67), 74.
29. Kurpayanidi, K.I. (2022). K voprosam metodologicheskikh podhodov issledovaniya institutsionalnoy sredy malogo predprinimatelstva. *Byulleten nauki i praktiki*, 9 (82).
30. Kurpayanidi, K.I. (2022). Voprosy sovershenstvovaniya organizatsionno-ekonomicheskogo mehanizma razvitiya chastnogo predprinimatelstva. *Horazm Maymun Akademiyasi Ahborotnomasi - Vestnik Horezmskoy Akademii Maymuna*, 1(85), 89-93. Doi: <https://doi.org/10.5281/zenodo.5940010>
31. Kurpayanidi, K.I., & Mamurov, D.E. (2022). *Management of innovative activity of business entities in industry*: monograph, Fergana polytechnic institute. AL-FERGANUS.
32. Mander, J., & Kavanagh, D. (2019). *GlobalWebIndex's flagship report on the latest trends in social media*. Retrieved from <https://www.globalwebindex.com/reports/social>
33. Margianti, E. S., & et al. (2020). *Role of goal orientation as a predictor of social capital: Practical suggestions for the development of team cohesiveness in SME's*. Monograph. Gunadarma Publisher, Indonesia.
34. Margianti, E.S., Ikramov, M.A., Abdullaev, A.M., & Kurpayanidi, K.I. (2022). *Development of the business sector of the economy in the context of institutional transformation*. Jakarta, Gunadarma Publisher, Indonesia. ISBN: 978-602-0764-47-4.
35. Mukhsinova, S. O., & et al. (2021). The problem of optimal distribution of economic resources.

Impact Factor:

ISRA (India) = 6.317
 ISI (Dubai, UAE) = 1.582
 GIF (Australia) = 0.564
 JIF = 1.500

SIS (USA) = 0.912
 PIHII (Russia) = 3.939
 ESJI (KZ) = 8.771
 SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

- ISJ Theoretical & Applied Science*, 01 (93), 14-22. Doi: <https://dx.doi.org/10.15863/TAS.2021.01.93.3>
36. Muminova, E. A. (2019). K probleme aktivizacii innovacionnyh processov v Uzbekistane. *Izvestija Oshskogo tehnologicheskogo universiteta*, (3), 261-265.
 37. Musajonovich, N. F., & Adhamovich, U. A. (2021). Issues of technological and innovative development of industry. *Nazariy va amaliy tadqiqotlar xalqaro jurnali*, 1(1), 69-75.
 38. Nabieva, N.M. (2020). Internet-marketing imkoniyatlari va ularni rivojlantirish. *Biznes-Ekspert*, № 2 (146), 112-114.
 39. Nabieva, N. M. (2022). Hizmat kʻrsatish korxonalarida marketing tadqiqotlarini olib borish ajrim hususiyatlari. *Nazariy va amaliy tadqiqotlar xalqaro jurnali*, 2 (4), 59-74. Doi: 10.5281/zenodo.6656696
 40. Nabiyeva, N.M. (2020). Marketing methods supporting advances in the higher education sector. *"EPRA International Journal of Research & Development" - INDIA Tamil Nadu, Tiruchirapalli*, Volume: 6, Issue: 5, May, pp.142-149. ISSN (Online): 2455-7838.
 41. Nabiyeva, N. M. (2019). Directions for the development of institutional problems of the system of higher education of the republic of Uzbekistan. *ISJ Theoretical & Applied Science*, 06 (74), 472-477. Soi: <http://s-o-i.org/1.1/TAS-06-74-52> Doi: <https://dx.doi.org/10.15863/TAS.2019.06.74.52>
 42. Nabiyeva, N. M. (2022). The role of marketing in the development of service enterprises. *Spectrum Journal of Innovation, Reforms and Development*, 4, 91-94. <https://www.sjird.journalspark.org/index.php/sjird/article/view/77>
 43. Newman, N. (2019). *Journalism, Media, and Technology Trends and Predictions 2019*. Retrieved from https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2019-01/Newman_Predictions_2019_FINAL_2.pdf
 44. Nishonov, F. M., & et al. (2019). To the question of science approach to the construction of outsourcing business model of modern enterprise structure. *Dostizheniya nauki i obrazovanija*, (7), 22-25.
 45. Nishonov, F. M., & Tolibov, I. Sh. U. (2019). Konkurenciya-kljuhevaja kategorija rynochnyh otnoshenij. *Nauchnyj zhurnal*, 7 (41).
 46. Pride, W. M., & Ferrell, O. C. (2013). *Foundations of marketing*. Mason, OH: South-Western.
 47. Slijepčević, M., Radojevic, I., & Perić, N. (2020). Considering modern trends in digital marketing. *Marketing*, 51, 34-42. 10.5937/markt2001034S.
 48. Tsoy, D., & et al. (2021). Role of Social Media in Shaping Public Risk Perception during COVID-19 Pandemic: A Theoretical Review. *International Journal of Management Science and Business Administration*, 7(2), 35-41. <http://dx.doi.org/10.18775/ijmsba.1849-5664-5419.2014.72.1005>
 49. Tsoy, D., Godinic, D., & Tong, Q. (2022). Impact of Social Media, Extended Parallel Process Model (EPPM) on the Intention to Stay at Home during the COVID-19 Pandemic. *Sustainability* 2022, 14, 7192. Doi: <https://doi.org/10.3390/su14127192>