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ESHNAZAROV JAMSHIDBEK SHODIYOR O'G'LI

**DEVELOPMENT OF DIGITAL MARKETING STUDY (BASED ON THE
AJOYIB GROUP DISTRIBUTION IN UZBEKISTAN)**

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Information technology and systems in economics**

D I S S E R T A T I O N

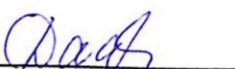
**Scientific supervisor:
PhD in economics
R.A. Dadabaeva**

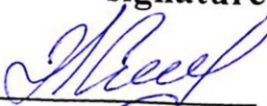

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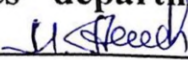
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Head of the department: Abdullayev M.K.  22.05.23
signature date

Scientific supervisor: Dadabaeva R.A.  22.05.23
signature date

Student: Eshnazarov J.  
signature date

"Recommended for Protection"
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head, PhD in economics M.K. Abdullayev 
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ositasi sifatida tobora muhim ahamiyat kasb etmoqda. Shunday qilib, ushbu adqiqotda biz har xil turdagi kompaniyalar uchun CRM tizimining arxitekturasini aholash uchun ishlatilishi mumkin bo'lgan ramka yaratishga harakat qildik.

Kalit so'zlar: raqamli iqtisodiyot, raqamli marketing, strategiyalar, raqobat nuhiti, tahliliy vositalar.

Аннотация

Интернет и интернет-магазины расширили возможности маркетинга и породили новые сети, тактики и виды его. Здесь цифровой маркетинг охватил не только телевидение и радио, но и онлайн-среду, наполненную умными и практичными методами рекламы, которые используются и сейчас. Кроме того, он создал высококонкурентную среду для веб-хостинга.

Диссертация направлена на то, чтобы показать, как предприятия, которые не используют стратегии цифрового маркетинга, борются за конкуренцию со своими конкурентами и не могут увеличить свои доходы от продаж. Исследование посвящено анализу тенденций развития технологий цифрового маркетинга и их использования в Узбекистане. Использование CRM становится все более и более важным в наши дни, и это проявляется в привлечении клиентов и удержании их при покупке бизнес-продуктов. Таким образом, в этом исследовании мы попытались создать структуру, которую можно использовать для оценки структуры системы CRM для различных типов компаний.

Ключевые слова: цифровая экономика, цифровой маркетинг, стратегии, конкурентная среда, аналитические инструменты.

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Abbreviations

CRM - Customer relations management

IT - Information technology

IS - Information system

JDE - Jacobs Douwe Egberts

PPC - Pay per click marketing

SEO - Search engine optimization

CIS - Commonwealth of Independent States

INTRODUCTION

Significance of research

The world is evolving constantly, and this has an impact on how we perceive time. There are no longer isolated regions of the globe, and visiting relatives, meeting people, or waiting for a message no longer require months-long trip. Accessing the Internet only requires a few quick clicks to complete everything. The Internet, a well-known "substance" that has been seamlessly incorporated into modern society like mushrooms and tree roots, has undoubtedly benefited all players in this game. It is difficult to pinpoint exactly what occurs in the world of numbers, but it alters reality and makes time fly.

The internet and online purchasing have expanded the possibilities of marketing and given rise to new sectors, tactics, and varieties of it. Here is where digital marketing expanded to include not just television and radio but also the online environment, which is brimming with clever and practical promotional techniques that are currently in use. Even more so, it produced a highly competitive climate for businesses vying for web leadership.

Retailers face the greatest problem since, unlike technology and innovation firms, they do not create anything new; rather, they sell items (particularly in cases where the firm is dealing only with online sales). Manufacturers must find a means to enhance the value of their products and guarantee not only their high quality but also their distinctiveness. This explains why all firms must engage with digital marketing in one form or another.

This dissertation will also attempt to demonstrate how businesses that do not use digital marketing strategies will find it difficult to compete with their rivals and will be unable to expand. The question "What is making customers buy?" is frequently asked in practically every business worldwide. There isn't a single solution that is acceptable and applicable for all organizations, but there are unique sets of characteristics and challenges that are specific to each industry, along with certain common drivers. Similarities are common and should be related to