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**DEVELOPMENT OF THE ACTIVITY OF ENTERPRISES ON THE BASIS  
OF DIGITAL MARKETING TECHNOLOGIES**

**08.00.11-Marketing**

**PHD DISSERTATION ON ECONOMIC SCIENCES**

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## INTRODUCTION

**Topicality and necessity of the thesis.** The global digital marketing market has accomplished a rapid development and growth by reaching the amount of \$322.2 Billion USD in 2022. Moreover, majority of industry experts expect even much larger expansion and the market is estimated to reach the level of \$689,8 Billion USD by the year of 2028 and that remarkable growth tendency indicates CAGR (Compound Annual Growth Rate) 13,62% over a period from 2023 to 2028<sup>1</sup>. According to the “World Bank”, the digital economy comprises more than 15% of the global GDP and increased 2.5 times faster over the previous ten years than the GDP of the world. Digital marketing involves the promotion of services or products via different social media and digital media channels as well as its useful instruments include cost-per-click, e-mail, content, influencer marketing, pay-per-click advertising. The role of digital marketing is to develop brand awareness, by creating the valuable leads of potential customers.

The global prospering e-commerce industry which is accelerated by raising popularity of online shopping and quite widespread adoption of omnichannel marketing that are aiming to provide seamless customer experiences, are additional contributors to market growth as well. In particular, the expansion of enterprise activities through the widespread use of digital marketing technologies, including digital marketing technologies such as artificial intelligence (AI), natural language processing (NLP), Internet of Things (IoT), virtual reality (VR), augmented reality the researches are being conducted on the application of technologies such as reality (AR), sensor technology, blockchain, machine learning process, to the activities’ of enterprises and the improvement of their activities.

Quite many steps are being undertaken in Republic of Uzbekistan in consolidation of legal legal, normative basis of the fields of digital economy of the country, further consolidation process of the economy of the country by the means

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<sup>1</sup> GlobeNewswire, (2023) \$689.8 Billion Digital Marketing Market Analysis by Digital Channel, End Use Industry, and Region - Global Forecast to 2028, retrieved from: <https://www.globenewswire.com/en/news-release/2023/09/21/2747046/28124/en/689-8-Billion-Digital-Marketing-Market-Analysis-by-Digital-Channel-End-Use-Industry-and-Region-Global-Forecast-to-2028.html#:~:text=The%20global%20digital%20marketing%20market,US%24%20689.8%20Billion%20by%202028.>

of digital technologies. Meanwhile, the issues set on Decree of President of the Republic of Uzbekistan №60<sup>2</sup>, consider the key criteria such as “turning the digital economy into the main "driver" sector and carrying out work aimed at increasing its volume by at least 2.5 times", "increasing the volume of the software industry by 5 times, and "the issue of doubling the volume of production of textile industry products, as well as increasing the volume of exports of finished products of national and foreign brands to 5 billion US dollars in 2026 for the reinforcement of the field.

At the same time, the digital marketing technologies, its instrumentation, digital marketing systems are not well implemented in the quite many sectors of the economy of the Republic of Uzbekistan<sup>3</sup>. Primarily, the implementation of digital marketing technologies within textile, garment knitting industries of the country are at weak development or underdeveloped and that creates certain problems within the sales of garments, textiles by the means of digital marketing platforms through online sales. Thereby, successful implementation of digital marketing technologies within the current field could lead in substantial increase of garments, textiles’ online sales and consequently raise the export levels as well.

The current research work aims to assist to the certain degree in order to achieve the goals settled by the number of legal, normative documents such as the Decree of the President of the Republic of Uzbekistan “On Strategy of Development of New Uzbekistan in 2022-2026, №60, as of 28.01.2022, the Law of Electronic Commerce of Uzbekistan №385<sup>4</sup> as of 22.05.2015, the Resolution of the President of the Republic of Uzbekistan “On measures for further modernization of digital infrastructure for development of digital economy”

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<sup>2</sup> Decree of the President of the Republic of Uzbekistan, PD-60 (as of 28.01.2022), “ABOUT THE DEVELOPMENT STRATEGY OF NEW UZBEKISTAN FOR 2022 - 2026”

<sup>3</sup> Decree of the President of the Republic of Uzbekistan, PD-6079 (as of 05.10.2020), “On approval of the strategy DIGITAL UZBEKISTAN - 2030" and measures for its effective implementation”, retrieved from <https://lex.uz/docs/-5030957#-5032005>.

<sup>4</sup> The Law of Electronic Commerce of Uzbekistan No.385 New Ed. (as of 22.05.2015) retrieved from: <https://lex.uz/ru/docs/2650295>

№4022<sup>5</sup> as of 21.11.2018, the Resolution of the President of the Republic of Uzbekistan “On measures to develop the digital economy and the sphere of crypto-assets turnover in the republic of Uzbekistan” №3832<sup>6</sup> as of 03.07.2018, the Resolution of the President of the Republic of Uzbekistan “On measures for further support of export activities” №4707<sup>7</sup> as of 07.05.2020, the Resolution of the President of the Republic of Uzbekistan “On measures to stimulate deep processing and production and export of high value-added finished products by textile and knitting enterprises” № 53<sup>8</sup> as of 21.01.2022.

**Relevance of the research with the priority areas of science and technology development in the Republic.** The current research is completed in accordance with the priority areas of the state program on the development of science and technology in the Republic of Uzbekistan I.”Spiritual-moral and cultural-enlightenment of democratic and legal society, the establishment of innovative economy”.

**Degree of study of the problem.** The tremendous number of researchers had been contributed to the field of digital marketing and there were quite extended scientific and practical works developed regarding digital marketing and digital marketing technologies as well as the application of digital marketing technologies into the digital marketing strategies of enterprises, businesses, including remarkable international works of Chaffey, D. & PR Smith, Charlesworth, A., Kotler, P., Kartajaya, H., Setiawan, I., Jones. A.T., Malczyk. M., Beneke. J., Parker. C., Winterboer.C., Ryan, D., Scott, D.M<sup>9</sup>.

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<sup>5</sup> The Resolution of the President of the Republic of Uzbekistan “On measures for further modernization of digital infrastructure for development of digital economy” № 4022<sup>5</sup> (as of 21.11.2018) retrieved from: <https://lex.uz/ru/docs/4071224?ONDATE=31.12.2020%2000>

<sup>6</sup> The Resolution of the President of the Republic of Uzbekistan “On measures to develop the digital economy and the sphere of crypto-assets turnover in the republic of Uzbekistan”№3832<sup>6</sup> (as of 03.07.2018)retrieved from: <https://lex.uz/docs/6054367>

<sup>7</sup>The Resolution of the President of the Republic of Uzbekistan “On measures for further support of export activities” №4707<sup>7</sup> (as of 07.05.2020), retrieved from: <https://lex.uz/ru/docs/4806740>

<sup>8</sup> The Resolution of the President of the Republic of Uzbekistan “On measures for further support of export activities” №4707<sup>8</sup> (as of 21.01.2022), retrieved from: <https://lex.uz/ru/docs/5834001>

<sup>9</sup> Chaffey, D. & PR Smith. (2017) Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. 5th Edition, Routledge. ISBN 978-1-315-64034-1. 691p., Charlesworth, A (2018) Digital Marketing. A Practical Approach. 3rd Edition. Routledge. p.353., Kotler, P., Kartajaya, H., Setiawan, I. (2017) Marketing 4.0 Moving from Traditional to Digital, John Wiley & Sons, Inc., Hoboken, New Jersey. p.207., Kotler, P., Kartajaya, H., Setiawan. I. (2021). Marketing 5.0 Technology for Humanity. John Wiley & Sons, Inc. p. 221, Jones. A.T.,