

**MINISTRY OF HIGHER EDUCATION, SCIENCE AND
INNOVATIONS OF THE REPUBLIC OF UZBEKISTAN**

TASHEKENT STATE UNIVERSITY OF ECONOMICS

**The right of manuscript
UDC:339.138:6P2.15.7:658(575.1)**

ALIEV ABDULAZIZ ISMAILOVICH

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

08.00.11-Marketing

PhD DISSERTATION ON ECONOMIC SCIENCES

**Scientific supervisor: D.E.Sc., Professor.
Jumaev. N.H.**

TASHKENT- 2024

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 2028¹. 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

¹ 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.>