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**DEVELOPMENT OF THE SERVICES SECTOR BASED ON DIGITAL  
MARKETING TECHNOLOGIES (IN THE CASE OF THE HEALTHCARE  
SYSTEM)**

08.00.11 - Marketing

**DISSERTATION**  
prepared for the scientific degree of Doctor of Philosophy  
in Economic Sciences (PhD)

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## INTRODUCTION

**Topicality and necessity of the topic of dissertation.** In the global economy, significant changes are being made to improve the quality and convenience of patient care in the development of healthcare systems using digital marketing technologies. These changes include telemedicine services that serve areas far from urban and regional centers, digital content services that work specifically for each patient, and social media platforms used by healthcare institutions for promotional activities. Advanced digital tools such as social networks, search engine optimization (SEO), and online advertising have increased the accessibility of healthcare information for users. In addition, the World Health Organization (WHO) in its “Digital Health” Strategy for 2020–2025 places great emphasis on the integration of digital technologies to improve healthcare systems worldwide. The global digital healthcare market is forecast to reach approximately \$197.8 billion in 2025, with an expected annual growth rate of 6.88% from 2025 to 2029, reaching \$258.3 billion in 2029<sup>1</sup>. As that indicates that digital marketing technologies play a crucial role in improving the global healthcare system.

In the world, there being carried out several scientific researches aimed at the study and development of the problems of using the digital marketing technologies within healthcare systems. Particularly, these studies are focusing on exploring how digital marketing strategies can promote telehealth services, investigating the effectiveness of tailored digital content in improving patient education, examining the challenges of maintaining patient privacy and ethical standards in digital marketing practices within healthcare, how digital marketing strategies are utilized in healthcare to enhance patient engagement and address industry challenges and etc. Therefore, conducting the scientific research on the development of the healthcare system based digital marketing technologies is one of the topical issues.

The advancement of Uzbekistan’s healthcare system necessitates a comprehensive approach to digitalization and the establishment of favorable conditions for the population. However, as the observations show that implementing

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<sup>1</sup> Statista.com (2024) <https://www.statista.com/outlook/hmo/digital-health/worldwide>.