

R.A. DADABAYEVA,
M.M. ABDULAXATOV

DEVELOPMENT TRENDS OF DIGITAL MARKETING



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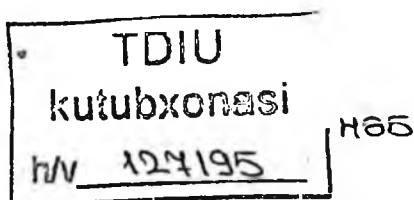
**MINISTRY OF HIGHER EDUCATION, SCIENCE AND
INNOVATION OF THE REPUBLIC OF UZBEKISTAN**

TASHKENT STATE UNIVERSITY OF ECONOMICS

**R.A. DADABAYEVA
M.M. ABDULAXATOV**

DEVELOPMENT TRENDS OF DIGITAL MARKETING

(Monograph)



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This monograph is dedicated to the development trends of digital marketing and electronic commerce in the field of digital economy. Also, the concepts of image recognition systems and electronic commerce and their impact on human life, classification, and application areas, as well as the impact of digital marketing on the general commercial growth in Uzbekistan are widely covered.

Mazkur monografiyada raqamli iqtisodiyot sohasidagi raqamli marketing va elektron tijoratning rivojlanish tendensiyalariga bag'ishlangan. Shuningdek, tasvirni aniqlash tizimlari va elektron tijorat tushunchalari va ularning inson hayotiga ta'siri, tasnifi va qo'llanilishi sohalari, shuningdek, raqamli marketingning O'zbekistondagi umumiy tijorat o'sishiga ta'siri keng yoritilgan.

Монография посвящена тенденциям развития цифрового маркетинга и электронной коммерции в сфере цифровой экономики. Также широко освещены концепции систем распознавания изображений и электронной коммерции и их влияние на жизнь человека, классификацию и области применения, а также влияние цифрового маркетинга на общий коммерческий рост в Узбекистане.

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Reviewers:

S.S. Qulmatova – Associate Professor of the Department of Digital Economy and Information Technologies, PhD, TSUE.

R.T. Sadikov – Associate Professor of Multimedia Technologies Department, PhD, TUIT named after Muhammad al-Khwarizmi.

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