

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

TASHKENT STATE UNIVERSITY OF ECONOMICS

**“DIGITAL ECONOMY AND INFORMATION TECHNOLOGIES”
DEPARTMENT**

As a manuscript:
UDC: 6П2.15.7:339.138

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**IMPROVING THE PROCESSES OF EFFECTIVE USE OF
MARKETING INFORMATION SYSTEMS IN ENTERPRISES**

Written for an academic master's degree in the specialty
70310106 - Information technology and systems in economics

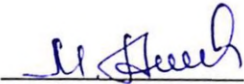

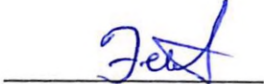
D I S S E R T A T I O N

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TASHKENT – 2023

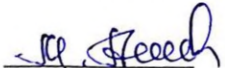
The master's thesis was defended at the “Digital economy and information technologies” department.

Protocol № 19 “27” 04 2023 y.

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“Recommended for Protection”

“Digital economy and information technologies” department

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“26” 05 2023 year

The defense will be held on 05 “26”, 2023 at 10⁰⁰ at the Tashkent State University of Economics.

Anotatsiya

Korxonalar faoliyatida axborot resurslarining ahamiyati ortib borayotgani sir emas. Marketing axborot tizimlarining rivojlanishi, birinchi navbatda, korxonalar faoliyatida marketing rolining o'zgarishi va yangi axborot texnologiyalarining rivojlanishi bilan bog'liq. Agar marketing axborot tizimlari faoliyatining birinchi bosqichida, tashqi muhitdan keladigan ma'lumotlarning tarqoq massivlari bilan ish tartibsiz ravishda amalga oshirildi, keyin asta-sekin marketing ma'lumotlarini yig'ish va qayta ishlash jarayoni boshlandi. Yanada tizimlashtirilgan va ma'lumotlar yanada integratsiyalashgan bo'lib, bu kompaniya ichidagi ma'lumotlarni tahlil qilish va ulardan foydalanishni osonlashtirdi, tizimga kiruvchi ma'lumotlar sifatini oshirdi. Korxonalarda marketing axborot tizimining asosiy maqsadi marketing ob'ektining holati, shuningdek, bozorda sodir bo'layotgan jarayonlar to'g'risidagi mavjud ma'lumotlarni o'zgartirishdir. Marketing muhitini menejer tomonidan zarur va idrok etadigan shaklga aylantiradi, bu unga marketing ob'ektining holatini, vaziyatning rivojlanishini baholash va ularning o'zgarishini taqlid qilish imkonini beradi.

Kalit soʻzlar: Marketing, axborot texnologiyalari, raqamli iqtisodiyot, korxonalar, samarali, raqamli marketing, dasturiy ta'minot, axborot tizimi, elektron tijorat, m-commerce.

Abstract

It is no secret that information resources are becoming increasingly important in the activities of enterprises. The development of marketing information systems is associated primarily with the changing role of marketing in the activities of enterprises and the development of new information technologies. If at the first stage of functioning of marketing information systems, work was carried out with disparate arrays of information coming from the external environment unevenly, then gradually the process of collecting and processing marketing information became systematized, and the information became more integrated, which facilitated the analysis and use of data within the

company, and improved the quality of data entering the system. The main purpose of the marketing information system in enterprises is to transform the available information about the state of the marketing object, as well as about the processes taking place in the marketing environment into the form necessary and perceived by the manager, which allows him to assess the state of the marketing object, the development of the situation, and simulate their change.

Key words: Marketing, information technology, digital economy, enterprise, effective, digital marketing, software, information system, e-commerce, m-commerce.

АННОТАЦИЯ

Не секрет, что информационные ресурсы приобретают все большее значение в деятельности предприятий. Развитие маркетинговых информационных систем связано прежде всего с изменением роли маркетинга в деятельности предприятий и развитием новых информационных технологий. Если на первом этапе функционирования маркетинговых информационных систем работа велась с разрозненными массивами информации, поступающей из внешней среды неравномерно, то постепенно процесс сбора и обработки маркетинговой информации систематизировался, а информация стала более комплексной, что способствовало анализу и использованию данных внутри компании, а также улучшению качества ввода данных в систему. Основным назначением системы маркетинговой информации на предприятиях является преобразование имеющейся информации о состоянии объекта маркетинга, а также о процессах, происходящих в среде маркетинга, в необходимый и воспринимаемый менеджером вид, что позволяет ему оценивать состояние объекта маркетинга, развитие ситуации и моделировать их изменение.

Ключевые слова: Маркетинг, информационные технологии, цифровая экономика, предприятие, эффективное, цифровой маркетинг, программное обеспечение, информационная система, электронная коммерция, мобильная коммерция.

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INTRODUCTION

Subject topicality. Today, many scientific and practical innovations related to business communication technologies are being introduced into the information field, and thanks to this, all areas of society are developing at a rapid pace. During this time, many stages of the introduction and implementation of information and communication technologies in all spheres of society have been introduced and are being introduced. Digital marketing helps you reach a larger audience than you could through traditional methods and target the prospects who are most likely to buy your product or service

Information systems and technologies from year to year are widely used in various areas of personal activity. The purpose of their widespread use in life and work is to solve the problems of increasing the vitality of society and the individual as a whole.

Particular relevant his work acquires connection with the decision of the President of the Republic of Uzbekistan “On measures for further implementation and development of modern information and communication technologies”. Given the rapid growth of information systems and the complexity of the services in the web space, the question of their effective functioning and providing rapid responses to user requests are provided. Obvious examples of such systems demand in our country and important for its development, we can see in the Resolution of the Cabinet of Ministers “On Measures for the organization of the Centre of the electronic government”, and the ruling PP-2158 President of the Republic Uzbekistan from April 3, 2014 “On measures to further the implementation of information and communication technologies in the real economy”.

Informatization of society in all socially significant areas of human activity, enrichment with knowledge, reliable information is achieved with the full and timely implementation of complex measures by all means. This means that decisions are being made on the widespread introduction of modern information systems and technologies. This is not only the growth of economic