



USING MODERN MARKETING AND MANAGEMENT OPPORTUNITIES IN SUSTAINABLE ECONOMIC DEVELOPMENT IN THE EXAMPLE OF UZBEKISTAN

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ABSTRACT	KEYWORDS
<p>This article analyzes the importance of modern marketing and management principles in the process of sustainable economic development in the Republic of Uzbekistan, their interrelationships and practical application possibilities. It also highlights effective methods of ensuring economic stability based on innovative approaches, digital technologies and the principles of social responsibility.</p>	<p>Sustainable development, marketing, management, innovation, digital economy, strategic management, social responsibility, Uzbek experience.</p>

Introduction

In the context of the globalization of the world economy, sustainable development is one of the most important strategic tasks facing countries. The deepening of market relations, the intensification of competition, and the need for efficient use of resources require a new approach to marketing and management systems. In this regard, the combination of modern marketing concepts and management styles plays an important role in ensuring sustainable economic growth.

In the case of Uzbekistan, this process is being actively implemented within the framework of the "Uzbekistan-2030" strategy, the "Digital Uzbekistan-2030" program, and the "Green Economy" concept. In recent years, the country has been strengthening economic stability through the introduction of innovative technologies, the development of digital services, and the use of marketing approaches in business management.

1. The essence of sustainable economic development

Sustainable economic development is a process aimed at simultaneously increasing social well-being and protecting the environment along with economic growth. This model ensures long-term efficiency of the economy, rational use of resources, and social stability.

In Uzbekistan, reforms in this direction are being implemented in the following priority areas:

- energy system - expansion of renewable sources;
- in industry - introduction of resource-saving technologies;
- in agriculture - transition to "smart agrotechnologies" and the cluster system;

- in the social sphere - increasing employment and reducing poverty.

According to the State Statistics Committee, in 2024, Uzbekistan's gross domestic product grew by 6.2 percent, and in this process, an increase in efficiency associated with marketing and management approaches was observed.

2. The role of modern marketing in sustainable development

Marketing is now considered not only a means of selling products, but also a strategic system that combines the interests of society, the economy and the environment. Through the concepts of "green marketing", "social marketing" and "sustainable marketing", enterprises take into account not only profit, but also social responsibility and environmental safety.

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- Digital marketing – companies such as Artel, UzAuto Motors, Ucell are strengthening customer relations through big data analysis;
- Tourism marketing – forming the country's international image under the brand "Uzbekistan. Silk Road Heart";
- Export marketing – initiatives to introduce national products to international markets under the label "Made in Uzbekistan".

3. Introducing sustainability principles in the management system

Sustainability in modern management is manifested in the areas of strategic management, innovation management and human resources management.

The management system reforms in Uzbekistan are as follows:

- a "digital management" system is being introduced in public administration;
- the private sector is improving corporate governance codes;
- innovation strategies are being widely implemented in startups and technoparks.

4. Marketing and Management Strategy

In modern conditions, the combination of marketing and management ensures the sustainable growth of enterprises. Management creates the necessary resources to implement the marketing strategy, and marketing develops decisions that meet market needs.

This strategy provides the following advantages:

- increased competitiveness;
- efficient use of resources;
- creation of innovative products;
- strengthening of brand reputation.

This process is clearly visible in the experience of Uzbek enterprises: enterprises such as UzAuto Motors, Artel, Hilton Tashkent are improving their management strategies based on marketing analysis.

Conclusion

For sustainable economic development, it is necessary to rationally use modern approaches in marketing and management systems. The experience of Uzbekistan shows that a management system organized on the basis of digital technologies, environmental innovations and the principles of social responsibility serves the sustainable growth not only of enterprises, but also of the economy of the entire country.

The following areas are important for ensuring the economic stability of Uzbekistan in the future:

- deepening the integration of marketing and management;
- wide use of the opportunities of the digital economy;
- development of the “green economy” and environmental management;
- support for international cooperation and innovative startups.

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