



# WAYS TO USE DIGITAL MARKETING IN IMPROVING MANAGEMENT OF BUSINESS ENTITIES

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## Annotation.

The article analyzes the impact of the development of digitalization on modern entrepreneurship. Changes in consumer behavior require firms to rethink their digital marketing strategies. At present, much of the related research focuses more on the client than on the firm. The relevance of the study is due to the fact that the global penetration of Internet resources into all spheres of human life has led to changes in the regulation of business processes. This study enables entrepreneurs to make it easier to understand digital marketing as well as the benefits of using social media. A new generation of Internet applications amplifies marketing opportunities, allowing firms to implement innovative forms of communication with their customers. To improve engagement with digital marketing, marketers need to focus on relationship-based interactions with their customers.

**Key words:** digitalization, digital marketing, e-commerce, entrepreneurship, competition.

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## Introduction.

One of the modern features of changes in human interaction is the active spread of social networks that facilitate social behavior [6]. Real social relations are transferred to the virtual world, which leads to the creation of online communities that unite people from all over the world. This movement into the digital dimension allows people to share knowledge, entertain each other and promote dialogue between different cultures [3].

Entrepreneurship as one of the factors of production today is popular and rapidly developing. The goals of entrepreneurial activity are the optimal use of the resource for profit, as well as meeting the needs of customers [1].

### Main part.

The relevance of the article is due to the fact that the global penetration of Internet

resources has led to changes in the regulation of business processes.

Digitization helps to establish a stronger brand-consumer relationship by identifying consumer relationships and capturing attention. This significantly affected sales and the number of customers. If the majority of customers interact with social media, firms should also engage with social media. Living in the digital age, when everyone has access to the Internet, it is logical to switch to digital marketing. The emphasis is on the following factors:

- reputation management: making decisions based on customer feedback, which are evaluated by the company and then assimilated;
- full presentation of services: the consumer is initially attracted by the type of bait, the next step will be to present him with



a complete set of specific initial search information; [2]

- communication is a key element, since the specific monologue of advertising campaigns initiated by the company is removed and the dialogue is established using social platforms; Brand awareness can be increased through marketing channels [5].

The most popular way to promote goods and services in any field is marketing on the global Internet. Growing digitalization leads to serious problems for heads of marketing services of business structures. They face growing, complex and rapidly changing markets that are beyond their control. As a consequence, firms have become aware of these changes and figured out how to deal with them [4]. Interaction between

- provision of information by creating databases on offered products, vacancies, prices, etc.; [2]
- Internet communications - organization of video conferences, as well as the use of Internet telephony;
- Internet media - providing information to market participants; [2]
- e-learning – distance learning, testing and e-library services;
- electronic trade; [2]
- formation of e-government [2].

participants in market relations on the Internet market takes a variety of options - models of interaction between market participants: B2B (англ. «Business to business», рус. «бизнес для бизне- са»), B2C (англ. «Business to consumer», рус. «бизнес для потребителя»), G2E (англ. «Government to everybody», рус. «предоставление услуг государственными органами власти физическим и юридическим лицам»).

These models provide an opportunity to optimize the activities of enterprises, save consumer time and the effective functioning of public authorities to ensure the quality of life of the population. Let's define the areas of application of information technologies in the organization of business processes:

Comparison	Consumer	Producer
Advantages	<ul style="list-style-type: none"> <li>- Accessibility</li> <li>- Diverse range of products</li> <li>- Anonymity</li> </ul>	<ul style="list-style-type: none"> <li>- Saving costs and time</li> </ul>
Flaws	<ul style="list-style-type: none"> <li>- Distrust of Internet services: to the quality of goods,</li> <li>- risks when returning goods</li> </ul>	<ul style="list-style-type: none"> <li>- Legalization and regulation of activities</li> </ul>

In table. 1 analyzes the features of e-commerce for participants in economic relations. Currently, large corporations are transferring business processes to the network, which makes it possible to reduce not only costs, but also the time from the inception of an idea to its implementation [2]. B2C (Business-to-Customer, sale of goods to the end consumer) is the most “obvious”

business model. A company (legal entity or private entrepreneur) sells goods or provides services to individuals. This category of business includes a very significant range of e-commerce enterprises: online stores, paid services for individuals, electronic casinos, companies selling consulting and information services.





**S o u r c e : Compiled according to data from the analytical agency Data Insight. Rice. Shopping in online stores**

According to the research agency Data Insight, the number of users from Uzbekistan is already more than 90 million people, of which more than 70% have made at least one online purchase in the last 6 months. The most popular products among online shoppers have remained unchanged for several years: air and railway tickets are in first place, clothing and footwear are in second, and appliances are in third (Fig. 1). There are about 300 thousand Internet sites in Uzbekistan with the functionality of an online store. Only about 2000 online stores receive more than 20 orders per day. Forecasts for 2019–2023 e-commerce in Uzbekistan will have an upward trend. 5 years ago, the market grew by 100 billion soums. per year, and in 2019 it will grow by 185 billion soums. If the growth rate (16%) is maintained, the level of sales in Uzbek online stores will increase by 2023 to 2.4 trillion soums.

Digital marketing is based on Internet channels with the highest frequency of use:

- they are dynamic, can change from year to year and are always influenced by market trends. In particular, digital marketing uses a regular review, analysis, interpretation, promotion process and helps to establish a relationship between the consumer and the brand. The impact of this type of marketing is

huge, which affects sales, the number of customers and all commercial processes.

In modern conditions, the development of NBIC technologies (nano, bio, info, cogno) opens up new opportunities for improving the quality of life of people, creating artificial intelligence, obtaining new materials and energy sources, strategic global positioning of countries and economies. These technologies form new business principles associated with such terms as "digital economy", "API economy", "platform economy", "economy of algorithms", "ecosystem economy". All these technologies are connected by the general term "economy". Currently, new requirements for the business management system are being formed, the rules and mechanisms of competition are changing, value chains are being reviewed. The structure and boundaries of industries are changing, they are being transformed, and more and more people are talking about the technology space. At the same time, researchers note that in the process of digital transformation of industries, it is not the displacement of the old and its replacement with the new that occurs, but new opportunities for interaction and regrouping appear [1].



Transformations in business are mainly associated with the development of intellectual components of technology, digital connectivity, data storage and processing technologies, augmented and virtual reality technologies, cognitive technologies, which allows creating additional functionality of physical products, developing new types of services, -new interaction with consumers and partners. According to the American scientist M. Porter, "in the future, all technology will have three main hypostases: material, intellectual and connective. The intellectual component enhances and complements the possibilities and values of the material, and the connective component enhances the intellectual one, allowing it sometimes to exist outside of the actual physical product (in the cloud)" [2]. Thus, the intellectual component of modern equipment is various sensors, microprocessors, software, user interface and other controls that replace some human functions, allowing you to transmit data on the functioning of equipment over long distances, as well as otherwise manage its operation. .

Modern technologies contribute to the rapid increase in the level of intelligence of all kinds of physical and virtual objects. The capabilities of modern equipment are divided into four groups: monitoring, control, optimization and autonomy. Currently, the most developed monitoring function, which is implemented using sensors, this function allows you to monitor the operation and condition of the equipment and notifies you of any deviations from the specified parameters. The control function is implemented using built-in or cloud-based software that allows you to control the operation of the equipment and make personal settings. On the basis of monitoring and control, the optimization of equipment operation using special algorithms functions. This creates the basis for autonomous operation of the equipment. Let's consider new opportunities in the field of business

management when using digital innovations. Thus, digital innovation:

- create a new way of interacting with consumers, involving them in the process of creating and testing new products, promoting them, establishing feedback with consumers, organizing discussions of problems on forums and social networks;

- allow you to increase the productivity of equipment by controlling it in automatic mode and redistributing operational flows;

- improve service, based on the data generated by the equipment;

- solve various problems in the field of innovation, marketing, operational management, etc.

In order to create intelligent products, enterprises need a multi-layered infrastructure called the "technology stack". According to Porter, such a technology stack should include: big data management system that comes from external sources, business systems (ERP, CRM, PLM), as well as from main and related products; an application platform for developing new business applications; analytics tools; ensuring monitoring and control, performance of autonomous functions.

These components form a product cloud that complements the software and hardware of the product. The product and the cloud are complemented by network communications, identification and protection tools, a gateway for external information sources and integration with enterprise business systems. This means that the structure of the digital product is expanding: the product itself, software, product cloud, means of communication and connection of the product to other objects and systems [3]. The consequences of digitalization can lead to the fact that technologies will significantly reduce jobs in production due to automation and robotization, however, at the same time, there will be a demand for new professions and new competencies, the complexity of



work will increase, and the principles of its organization will change. Experts in the field of personnel management believe that personnel should be ready to learn new professions, acquire new competencies, and enterprises should contribute to this using new learning technologies. Automation creates a new space of tasks that can be solved together by man and machine. Consequently, automation provides opportunities for augmentation, in which intelligent technologies do not force people out of the labor market, but open up new opportunities for cooperation [4]. Technologies are unlikely to be able to perform tasks that require flexibility, evaluative opinion or common sense, as well as those that are difficult to formalize and algorithmize. American researchers E. Brynjolfsson and E. McAfee believe that people are far superior to machines in three types of skills: creativity; emotions, communication, care, upbringing, leadership, etc. Multilevel network interaction of enterprises, as well as equipment and various techniques, leads to the problem of developing standards for such interaction (standards for data exchange, storage, identification, etc.), which increases the complexity of the problem of digital trust and cybersecurity.

#### **Conclusion.**

We can highlight some features of the impact of digitalization and digital marketing on the sustainable development of business structures:

1. the ability to attract more potential customers with the help of digital technologies and Internet marketing (for example, SEO promotion, email newsletters, contextual advertising, advertising on social networks, etc.);

2. Possibility of increasing the volume of sales: Internet marketing facilitates the procurement procedures, saves the buyer's time, since all the information of interest about the goods is presented in full;

3. formation of a system for identifying competing companies and a mechanism for creating optimal conditions for the development of competitive products or services;

4. low cost and saving material and financial resources [6].

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