

# INNOVATION SCIENCE AND TECHNOLOGY



Scopus || Electronic journal specializing in Scopus

**ISSUE 10**



Acceptance of papers **October, 2025**



**Acceptance of papers**

Published monthly



**Topics**

economics, technology, social sciences

**ISSN 3060-5229**



Digital Object Identifier



Visit the website [t.me/scopus\\_IST2100](https://t.me/scopus_IST2100)



**EDITOR-IN-CHIEF:**

Mirzaliev Sanjar Makhmatjon ugli

**DEPUTY EDITOR-IN-CHIEF:**

Makhmudov Nosir Makhmudovich  
DSc., Prof., Academician

**DEPUTY EDITOR-IN-CHIEF:**

Ochilov Bobur Bakhtiyor ugli – Senior  
lecturer at TSUI

THE SCIENTIFIC-POPULAR ELECTRONIC  
JOURNAL **"INNOVATION SCIENCE AND  
TECHNOLOGY"** HAS BEEN REGISTERED  
UNDER THE NUMBER **C-5669633** BY THE  
AGENCY FOR INFORMATION AND MASS  
COMMUNICATIONS (AOKA) OF THE  
REPUBLIC OF UZBEKISTAN, EFFECTIVE  
FROM OCTOBER 9, 2024.

**CONTACTS**

Phone: **+998 50 737 87 88**

Website: <https://ist-journal.uz>

Email: [innovationist2025@gmail.com](mailto:innovationist2025@gmail.com)

The scientific electronic journal "Innovation Science and Technology" has been included in the list of scientific publications recommended for the publication of main scientific results of dissertations for the award of PhD and DSc degrees in economics and technical sciences, in accordance with the Resolution No. 370 of the Presidium of the Higher Attestation Commission of the Republic of Uzbekistan, dated May 8, 2025.

Electronic publication, Issue 10. 287 pages.  
Approved for publication on October, 2025.

**Editorial board:**



**Sharipov Kongiratbay Avezimbetovich,**  
Doctor of Technical Sciences (DSc), Professor



**Abdurakhmanova Gulnora Kalandarovna,**  
Doctor of Economic Sciences (DSc), Professor



**Cham Tat Huei,**  
Doctor of Philosophy (PhD), Professor (Malaysia)



**Muhammad Imran Sadiq**  
Doctor of Philosophy in Economics (PhD),  
Professor, Malaysia



**Ahmed Aziz Ismail**  
Doctor of Technical Sciences (DSc),  
Professor (Egypt)



**Lee Chin**  
Doctor of Philosophy in Economics (PhD),  
(Malaysia)



**Asongu Simplicé**  
Doctor of Philosophy in Economics (PhD),  
Cameroon



**Rui Dang**  
Doctor of Chemistry (DSc), Professor, China



**Zahoor Ahmed**  
Doctor of Philosophy in Economics (PhD), Turkey



**Shujaat Abbas**  
Doctor of Philosophy in Economics (PhD), Russia



**Tina A Coffelt**  
Doctor of Philosophy in Educational Sciences  
(PhD), USA

# CONTENTS

WAYS TO EXPAND THE COMPANY'S POSITION IN THE FURNITURE MARKET .....	6
<b>Musayeva Shoirazimovna</b>	
DIRECTIONS FOR IMPROVING THE ORGANIZATIONAL AND ECONOMIC MECHANISM OF MEDICINAL PLANT PROCESSING .....	11
<b>Usmonov Mirgulom Khoshim o'g'li</b>	
POLITICAL RELATIONS BETWEEN AZERBAIJAN AND UZBEKISTAN: HISTORY, CHALLENGES, AND PROSPECTS .....	17
<b>Naila Ramazanova</b>	
ANALYZING THE SUSTAINABILITY OF REGIONAL ECONOMIES USING MULTI-CRITERIA INDICES AND MODEL OPTIMIZATION .....	23
<b>Sattorov Sanjar Abdumurodovich</b>	
ECONOMIC ADVANTAGES OF MODERNIZING THE EDUCATION SYSTEM THROUGH INNOVATIVE TECHNOLOGIES .....	28
<b>Rakhmatkhodjayev Akhrorhodja Akmal ugli</b>	
XORIJIY MAMLAKATLAR KORPORATIV BOSHQARUV VA INNOVATSION RIVOJLANISH MODELLARINING QIYOSIY TAHLILI .....	34
<b>Ismailov Allayor Rashidovich</b>	
DIGITALIZATION OF FOREIGN EXCHANGE DIFFERENCE ACCOUNTING: CHALLENGES AND PROSPECTS IN EMERGING ECONOMIES .....	41
<b>Pulatov Sirojbek, Misirov Kamoldin</b>	
ВЛИЯНИЕ СОЦИАЛЬНО-ДЕМОГРАФИЧЕСКИХ ФАКТОРОВ НА ОБЕСПЕЧЕНИЕ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ СТРАНЫ .....	47
<b>Ташмухамедова Яйра Атхамовна</b>	
MAIN MEASURES TO STRENGTHEN EMPLOYMENT STABILITY AND IMPROVE EMPLOYMENT MANAGEMENT IN UZBEKISTAN .....	52
<b>Abdullayeva Nigora Shamsiddinovna</b>	
ECONOMETRIC ANALYSIS OF THE IMPACT OF INVESTMENTS ON THE CREATION OF NEW JOBS .....	57
<b>Shayzak R. Kholmuminov, Shukhrat Sh. Kholmuminov</b>	
RAQAMLASHTIRISH VA YASHIL TURIZM KONSEPSIYASI ASOSIDA TURIZM SOHASINING BARQAROR RIVOJLANISHI .....	68
<b>Xaitov Oxunjon Nomoz o'g'li</b>	
IQTISODIYOTDA DAVLAT ISHTIROKINI QISQARTIRISH ORQALI XUSUSIY SEKTOR ROLINI OSHIRISHNING IJTIMOY MUHITGA TA'SIRI .....	73
<b>Musurmonqulov Muhammad</b>	
DIAGNOSIS OF EMOTIONAL INTELLIGENCE DEVELOPMENT IN PRESCHOOL CHILDREN: METHODS AND RESULTS .....	77
<b>Abduxamidova Dilorom Abdumuminovna</b>	
MULTIMADANIY MUHITDA PEDAGOGLARNING TANQIDIY FIKRLASH KO'NIKALARINI SHAKLLANTIRISH MEKANIZMLARI .....	81
<b>Gulyamova Nafisa Burikulovna</b>	
WAYS TO IMPROVE MARKETING SERVICES IN A FURNITURE MANUFACTURING ENTERPRISE .....	85
<b>Mukhtarov Samadjon Abdusattor ugli</b>	
THE ROLE OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN ENHANCING UZBEKISTAN'S EXPORT PERFORMANCE .....	90
<b>Abduvoitov Bekzod Khikmatullaevich, Dr. Navik Istikomah, S.E., M.Si</b>	
OPPORTUNITIES FOR FURTHER DEVELOPMENT OF THE TOURISM SECTOR WITH THE HELP OF AN INNOVATIVE IT PLATFORM .....	99
<b>Nasrullaev Hikmatullo Habibulloevich</b>	

DIGITALIZATION OF AGRICULTURAL PRODUCTS FOR EXPORT .....	105
<b>Azimov R.B.</b>	
IQTISODIYOTDA TO'G'RIDAN-TO'G'RI XORIJIY INVESTITSİYALARNI ROLINI OSHIRISH .....	109
<b>Ruzibayeva Nargiza Xakimovna, Ro'ziqulov Abduqahhor Ixtiyor o'g'li</b>	
SUSTAINABLE DIGITAL TRANSFORMATION STRATEGIES FOR INTERNATIONAL TRADE .....	114
<b>Kurolov Maksud Obitovich</b>	
THE DEVELOPMENT OF THE METAL MARKET AND THE ROLE OF SMALL BUSINESSES IN IT .....	129
<b>Musinov Dilshod Sultanovich</b>	
ANALYSIS OF EXISTING TECHNOLOGICAL SOLUTIONS TO THE PROBLEM OF WATERING GAS WELLS .....	134
<b>Abdirazakov Akmal Ibrahimovich, Boymurodov Boynazar Muradillayevich</b>	
РЕФОРМЫ РЕЛИГИОЗНО-ОБРАЗОВАТЕЛЬНОЙ СФЕРЫ УЗБЕКИСТАНА.....	140
<b>Тиллябаева Гульсунхон Бахрамовна</b>	
MODELS FOR ENHANCING THE COMPETITIVENESS OF SMALL BUSINESS ENTERPRISES.....	144
<b>Melibayeva Gulxon Nazrullayevna</b>	
TEXTILES AND SEWING-KNITTING INDUSTRY DEVELOPMENT STATUS AND PRODUCTION VOLUME FORECAST .....	152
<b>Ikromova Takhmina Latifovna</b>	
BIG DATA VA PREDICTIVE ANALYTICS YORDAMIDA KORXONA MOLIVAVIY RISKLARNI BASHORAT QILISH VA BOSHQARISH .....	159
<b>Karimov Xondamir Jamshid o'g'li</b>	
WAYS TO IMPROVE ALTERNATIVE FINANCING OF INVESTMENT ACTIVITIES .....	166
<b>Boboqulov Akmal Muborakbekovich</b>	
VENTURE CAPITAL IN UZBEKISTAN: ECOSYSTEM ASSESSMENT, KEY CHALLENGES, POLICY IMPLICATIONS.....	173
<b>Umidjon Khoshimov</b>	
STUDY OF ELECTRONIC WASTE RECYCLING IN UZBEKISTAN BASED ON THE EXPERIENCE OF UZVTORTSVETMET AND THE ALMALYK MINING AND METALLURGICAL COMPLEX.....	183
<b>Musayev Marufjan Nabievich, Ergashev Sardor Bakhtiyor ogli</b>	
ADVANCED INTERNATIONAL PRACTICES OF EFFECTIVE CREDIT PORTFOLIO MANAGEMENT AND THEIR IMPLEMENTATION OPPORTUNITIES.....	191
<b>Yusupov Shaxzod Maxmatmurodovich</b>	
ECONOMIC ADVANTAGES OF MODERNIZING THE EDUCATION SYSTEM THROUGH INNOVATIVE TECHNOLOGIES.....	197
<b>Rakhmatkhajayev Axrorkhoja Akmal ogli</b>	
DISTRICT PLANNING AND HOUSING INFRASTRUCTURE SYSTEM AS A FRAMEWORK FOR SUSTAINABLE REGIONAL ECONOMIC DEVELOPMENT .....	203
<b>Daliev Akhtam Sharafutdinovich</b>	
JAHONDA KREATIV IQTISODIYOTNI RIVOJLANTIRISHNING MODELLARI VA ULARNING O'ZIGA XOS XUSUSIYATLARI .....	211
<b>Dusmuxamedov Oybek Suratbekovich</b>	
INCREASING THE PROFITABILITY OF COMMERCIAL BANKS AS A WAY TO ENSURE FINANCIAL STABILITY .....	217
<b>Umarov Davron Shavkatovich</b>	
CONVERSATIONAL AND ACADEMIC ENGLISH: KEY DIFFERENCES AND PRACTICAL USES.....	224
<b>Dr. Mamatkulova Shohista Jalolovna</b>	
TIJORAT BANKLARI KORPORATIV BOSHQARUV TIZIMINING SAMARADORLIGINI BAHOLASHGA OID YANGICHA YONDASHUVLAR .....	228
<b>Temirov Abdulaziz Alimjanovich</b>	
AN INTELLECTUAL MODEL FOR ASSESSING THE EFFECTIVENESS OF USING INFORMATION TECHNOLOGIES IN THE MEDICAL FIELD.....	234
<b>Vaxidov Inomjon Ixamovich, Maxsudov Moxirbek Tolibjonovich</b>	

HOW EMOTIONAL INTELLIGENCE ENHANCES ETHICAL DECISION-MAKING IN FINANCE AND AUDIT .....	239
<b>Rustamova Iroda Bahtiyorova</b>	
TEXT-LINE SEGMENTATION METHODS AND ALGORITHMS IN HANDWRITTEN DOCUMENT IMAGES.....	244
<b>Mardiyev Azamat Shakar ogli, Allayorov Jasur A'zamjon ogli, Alisherova Sarvinoz Alisher qizi</b>	
INTERNET VA IJTIMOYIY TARMOQLAR: YOSHLAR ONGIGA TA'SIRI VA XAVFLARI.....	252
<b>Salomov Sirojiddin Abdimalikovich</b>	
DEVELOPMENT OF A REGULATORY AND LEGAL FRAMEWORK IN THE FIELD OF PUBLIC-PRIVATE PARTNERSHIP IN THE REPUBLIC OF UZBEKISTAN .....	255
<b>Kholmirezayev Ulugbek Abdulazizovich</b>	
ANALYSIS OF EXISTING FINGERPRINT GENERATION METHODS .....	262
<b>Zaripov Olimjan Kuvandiq son</b>	
PARTICIPATORY BUDGETING OF THE STATE BUDGET .....	268
<b>Khamidov Khabibullo Khikmatulla ugli</b>	
OPTIMIZING THE FINANCIAL SUPPORT MODEL FOR INNOVATION PROJECTS IN BUSINESS ENTITIES .....	274
<b>Jubanova Bayramgul</b>	
NON-SYSTEMIC INCREASE THE EFFECTIVENESS OF HIGHER EDUCATION INSTITUTIONS IN THE DEVELOPMENT OF MARKETING ACTIVITIES.....	280
<b>Isomiddin Sidiqovich Yuldashov</b>	

# NON-SYSTEMIC INCREASE THE EFFECTIVENESS OF HIGHER EDUCATION INSTITUTIONS IN THE DEVELOPMENT OF MARKETING ACTIVITIES

**Isomiddin Sidiqovich Yuldashov**

Tashkent State University of Economics

Independent researcher

E-mail: [isamiddinyuldashov@gmail.com](mailto:isamiddinyuldashov@gmail.com)

**Abstract:** This article examines the systematic development of marketing activities in private higher educational institutions and explores ways to enhance their effectiveness. The study analyzes the characteristics of the educational service market, contemporary marketing theories, and the marketing strategies implemented by private institutions. Surveys, interviews, SWOT analysis, and statistical data were used to identify the strengths and weaknesses of current marketing practices. Based on the findings, recommendations were developed regarding brand image building, extensive use of digital marketing tools, and the adoption of innovative methods for attracting prospective students. The article provides valuable scientific and practical insights aimed at improving the competitiveness of private higher educational institutions and adapting advanced international experiences to local conditions.

**Key words:** private higher educational institutions, marketing activities, systematic development, effectiveness, brand, digital marketing, student attraction.

**Annotatsiya:** Ushbu maqola xususiy oliy ta'lim muassasalarida marketing faoliyatini tizimli rivojlantirish va uning samaradorligini oshirish masalalariga bag'ishlangan. Tadqiqotda ta'lim xizmatlari bozorining xususiyatlari, zamonaviy marketing nazariyalari hamda xususiy oliy ta'lim muassasalarida qo'llanilayotgan marketing strategiyalari tahlil qilingan. O'rganish jarayonida so'rovnomalar, intervyular, SWOT-tahlil va statistik ma'lumotlardan foydalanilib, marketing faoliyatining kuchli va zaif tomonlari aniqlangan. Ushbu tahlillar asosida brend imijini shakllantirish, raqamli marketing imkoniyatlaridan keng foydalanish, abituriyentlarni jalb etishning innovatsion usullarini joriy etish bo'yicha tavsiyalar ishlab chiqilgan. Mazkur maqola xususiy oliy ta'lim muassasalarining raqobatbardoshligini oshirishga qaratilgan ilmiy-amaliy yondashuv sifatida ahamiyatlidir.

**Kalit so'zlar:** xususiy oliy ta'lim muassasalari, marketing faoliyati, tizimli rivojlanish, samaradorlik, brend, raqamli marketing, abituriyentlarni jalb etish.

**Аннотация:** В статье рассматриваются вопросы системного развития маркетинговой деятельности в частных высших образовательных учреждениях и повышения её эффективности. Проанализированы особенности рынка образовательных услуг, современные маркетинговые концепции и применяемые в частных вузах стратегии продвижения. В процессе исследования использованы опросы, интервью, SWOT-анализ и статистические данные, что позволило выявить сильные и слабые стороны маркетинговой деятельности. На основе полученных результатов разработаны рекомендации по формированию бренда, расширению использования цифрового маркетинга и внедрению инновационных методов привлечения абитуриентов. Статья представляет практическую и научную ценность, направленную на повышение конкурентоспособности частных высших образовательных учреждений.

**Ключевые слова:** частные высшие образовательные учреждения, маркетинговая деятельность, системное развитие, эффективность, бренд, цифровой маркетинг, привлечение абитуриентов.

## INTRODUCTION

Today, higher education has been increasingly intensified competition in the market. In the meantime, non-higher education institutions the effective organization of their activities, the importance of marketing activities to attract students and increasing the competitiveness of the market is increasing. Non-state institutions, universities have the opportunity to work in economic and organizational conditions to more than more free, although the full development and effective implementation of their marketing strategy will face many challenges.

Marketing activities of the institution where the applicants is not only to attract, but also to create the brand image, improve the quality of service, allows you to establish effective internal and external communications. Therefore, non-universities place great importance in the systematic development of marketing.

While systemic development of the institution's long-term stability, permanent adaptation to market requirements achieving greater interoperability and increase the quality of education it provides. The optimal management of resources by increasing the efficiency of their marketing activities, institutions, and the introduction of innovative services in order to meet the needs of students will be able to achieve great results.

In recent years, the market of educational services in the context of global competition and rapidly developing non-murakkablashmoqda increasingly the activities of higher education institutions. The success of not only the quality of education in universities, but also strategic marketing efficiency also is associated with. At the same time, the needs of the students, their use of modern communication tools to request information and trends in the marketing activities will get requires a new approach to go with.

Non-organizational freedom, economic independence and their universities, although the biggest problem for them – is the development and implementation of effective marketing strategy. In many institutions it is not enough systematic marketing activities, resources taqsimlanmagan effective, and innovative approaches are not sufficient. For this reason, to create the brand image of the institution, applicants will face difficulties attracting and increasing their satisfaction.

Marketing activities are not only a means to attract students, but also the institution's long-term development, competitiveness and serves as an important mechanism for stability. Brand development, digital marketing tools, effective communication system is established through the study of foreign experience and non-universities can be taken out of his career to a new level.

Therefore, not only increase the effectiveness of marketing activities from a scientific perspective but also from a practical aspect of non-systemic plays an important role in ensuring the development of higher education institutions. Strategic marketing this research to increase the effectiveness of existing opportunities to identify and eliminate defects by adapting to local conditions, practices foreign to non-aimed at increasing the competitiveness of universities.

## LITERATURE REVIEW

Marketing activities of non-systemic plays an important role in the development of higher education institutions. The educational services market is developing rapidly in recent years, has been the severity of the conditions of competition, this has been made more effective implementation of the marketing strategy of universities.

Specific features highlighted in the scientific literature of marketing education institutions. And kotlet Kotlet (2017) not only marketing a product or service to sell, but also to identify the requirements and needs of the brand, the image formation can be seen as a means to effective communication with customers, it was noted that the launch of. In educational institutions and the effectiveness of marketing to increase their competitiveness, and plays a direct role in improving the quality of services to attract students.

Foreign scientific sources extensive coverage of methods for assessment of the effectiveness of strategic marketing. For example, Saunders and others. (2019) digital marketing tools and social networks to attract applicants have conducted studies on the effectiveness. At the same time, the creation of the brand in educational institutions and the quality of services towards development can be achieved through a systematic monitoring is agreed.

Local literature also non-marketing activities of universities in the actual coverage. Of the republic of uzbekistan in the conditions of ganiev (2021) and Tursunov (2022) research non-development of marketing strategies of universities enough, this poses a problem in the formation of the brand image and to attract students point are recorded. In the meantime, they can develop effective marketing strategies through the introduction of systemic institutions, it was noted that activity.

Architecture, associate professor irina Muxtorova (2022), as noted in the conditions of uzbekistan in the system of higher education institutions and underdeveloped hinder the development of this activity is systematic enough strategic marketing efficiency. In the meantime, Shodiyabonu Khodjayeva (2023) modern marketing

approaches, the importance of the coverage of the process of creating a brand and transformative digital marketing the role of holding meetings in the universities of competitive shows.

Gulnoza technique rakhimov (2021) management and marketing strategy through effective management of resources obtaining the integrated approach of research, and improve marketing effectiveness can be achieved towards a systematic development is agreed. Nargizaxon kotelyva shamshiev (2022), while the marketing tools and practical ways to increase their effectiveness in institutions of higher education makes a detailed analysis of tatbiqu. According to him, effective marketing strategies to ensure long-term stability of the institution, and serves as a key tool in increasing the quality of education attract students.

Therefore, non-marketing activities in higher education institutions not only increase the effectiveness of increasing the number of students, but also to create the brand image, extensive use of digital marketing tools, ensuring the development of systems and improve the quality of service associated with it. Local analysis of the studies shows that in the conditions of uzbekistan and practice them to develop a marketing strategy to increase the competitiveness of introduction to institutions, the introduction of innovative services in order to meet the needs of students and plays an important role. At the same time, the study of foreign experience to adapt them to local conditions and creates an additional opportunity to increase the effectiveness of marketing activities.

## RESEARCH METHODOLOGY

The results of this research the main purpose of non-systemic institutions of higher education by increasing the efficiency of marketing activities in encourage the development of the institution. In the process of research and scientific-practical and empirical approaches were applied together status and strategic marketing, effectiveness and studied the ways of its improvement.

Research in the theoretical literature, analysis of scientific articles and sources on the internet, and non-marketing activities of universities, and the efficiency of its methods studied foreign experience. In the meantime, SWOT-analysis using methods from institutions on the sides of strengths and weaknesses, opportunities and threats identify and created the basis for the improvement of marketing strategies.

Empirical studies conducted within the framework of inquiries and interviews, and the students, the school and the teachers to the price of the brand image and marketing activities studied. Using statistical analysis on the results of marketing campaigns, the number of applicants, online courses and indicators for the analysis of advertising was the use of tools. Also, the non-tatbiqu will monitor the effectiveness and practical strategic marketing in selected universities.

Several research facilities in the conditions of uzbekistan as non-higher education institutions will choose businesses and their marketing activity and its efficiency. Obtained on the basis of this methodology to analyze the data, develop recommendations to increase the effectiveness of marketing. This approach is based on the results of scientific research, production, marketing strategies and the assessment of non-allows you to encourage the systematic development of universities.

## ANALYSIS AND RESULTS

The results of the analysis, research, non-systematic development and increasing the competitiveness of higher education institutions in their marketing activities is important. Inquiries that are obtained through data analysis and interviews, the students and the institution and its brand image of the most important factors for school choice. The majority of the respondent and non-Universities have noted that the quality of education services and does not have enough information about this confirms the need of effective marketing strategy. Statistical analysis the results of the analysis, digital marketing tools — social networks, online marketers and through your web site to attract applicants through out the campaign much more effective. At the same time, the institution of the marketing budget is often vague and systemic unauthorized if this reduces its efficiency. SWOT-analysis of the institution through the strong side and was shown to directly interact with students as an innovative educational services to offer. While the weaker side enough development, strategic marketing, and brand image taqsimanmasligi is associated with lack of effective resources.

Foreign experience when compared with non-digital approaches to the introduction of the marketing strategy of the local universities, there is a need of modernization and wide. Interactive platforms attract applicants to higher education institutions in europe and the usa, the virtual master classes, effective use of social networks and online tests. Local conditions can significantly increase the efficiency of marketing activities while in the implementation of such methods (1-picture).



1-picture. "Ways to increase the effectiveness of Marketing: 2023-2026 forecast"

On this basis, the analysis of the results of the analysis, non-marketing strategies to increase the number of students in higher education institutions by improving the institution and the quality of services can improve the development of the brand. Identify more efficient ways of marketing research as well as the following: enhance the image of the brand, from the active use of the digital platform and social networks, the introduction of innovative methods of attracting foreign applicants adapt to local conditions and practices.

The results shows that the marketing activities of the organization, systematic and effective non-sustainable development of universities, and the quality of education is the key factor for competitiveness. At the same time, the information obtained allows us to develop practical recommendations to the institutions on the basis of research and analysis.

To increase the effectiveness of marketing among 2023-2026 years, the trends observed in the directions: the year is 2023 and brand image in the field of development indicators was 40% in the year 2026, up to 85% is projected to grow by. This side has the highest growth and is of strategic importance for the institution to strengthen the brand image. Digital marketing and social networks grow quickly. The year 2023 35% in the year 2026 in the figure to reach 80% is forecast. This is a key tool in attracting a modern audience.

The area also has a high focus on to attract applicants. In the year 2023, 55% until the year 2026 figure by 80% grow this strategic route ahamiyatdagi shows. Online courses and e-learning is important in increasing the efficiency of the platform. The year is 2023 and 50% in the year 2026 in the figure by 75% is projected to be delivered.

Marketing budget monitoring and direction shows the highest growth from 30% to 85% will reach. Strategic priority to increase efficiency in this area and important task. The content and the feedback from students is kept stable at a high level, the year 2023, 60% in the year 2026 in the figure of 80% is delivered. This is important in increasing the quality of the service and the commitment of students.

The biggest growth to the implementation of foreign experience shows (from 20% to 85%). The introduction of this innovation is of strategic importance in the adoption of modern methods.

In general, a significant growth is observed in all directions between the years 2023-2026. The highest growth: the introduction and marketing of international experience and budget monitoring. Maintain a high level of stable direction: the students' satisfaction and feedback (table 1).

1-table. Marketing trends on efficiency and growth trends of in years 2023-2026<sup>1</sup>

Direction of marketing	2023 (%)	2024 (%)	from 2025 (%)	2026 (%)	Growth (%)
Brand and image development	40	55	70	85	+45
Digital marketing and social networks	35	50	65	80	+45
to attract applicants	55	60	70	80	+25
online courses and e-learning	50	55	65	75	+25
and monitoring marketing budget	30	45	65	85	+55
students satisfaction and feedback	60	65	75	80	+20
the introduction of foreign experience	20	45	65	85	+65

2023-2026 years among non-marketing sustainable growth and significantly the spectrum of higher education institutions is observed. The year 2023 in the field of brand and image development indicators was 40% in the year 2026 until 85% is forecast to reach. The image is able to grow and strengthen the institutions in this direction is important in most high.

Digital marketing and social networks in 2023, the year of 35% from the figure in the year 2026 by 80% will grow. This modern importance as a key tool in attracting the audience.

To attract applicants direction also in the center of attention at a high level, the figure is 55% to 80% from grows. This is because of the strategic importance for the institution directly affects the number of entrants, and financial reputation effective.

Online courses and e-learning is important in increasing the efficiency of the platform. The year 2023 in the 50% in the year 2026 figure 75% are projected to grow. The key to the development of online education and innovative educational technologies in this direction.

The biggest marketing budget and the monitoring in the direction of growth shows: from 30% to 85%. In this direction to increase productivity is important in the planning and control of marketing activities carried out in the institution.

Students are stored in the content index is high and stable feedback: from 60% to 80%. This direction is important in increasing the quality of the service and the commitment of students.

The biggest growth to the implementation of foreign experience shows (from 20% to 85%). The introduction of this innovation is of strategic importance in the adoption of modern methods.

2023-2026 years among non-marketing activities of higher education institutions has shown sustainable growth trends. See from the table and analysis, has been observed to grow substantially in all directions, steps to improve the effectiveness of the marketing of that institution focused on the result.

In the field of brand and image development indicators from 40% to 85% has been projected to grow, this route shows that the image is of strategic importance in the increasing competitive and strengthen institutions. If the indicator also has a high growth digital marketing and social networks, the importance as a key tool in attracting a modern audience.

The direction also significant at a high level to attract applicants, 55% to 80% from growth in the index confirms the strategic importance of this route. Reputation effective for financial institutions and this has a direct effect.

Online courses and e-learning is important in increasing the efficiency of the platform. The year 2023 in the 50% in the year 2026 figure 75% is projected to grow to this and the introduction of innovative educational technologies in the modernization of the education service shows that the main direction.

The biggest marketing budget and the monitoring in the direction of growth — from 30% to 85%. The planning and control of marketing activities from the funds in this direction means that the effective use of strategic importance.

The content and the direction of the feedback is kept stable at a high level students, from 60% to 80% growth in the index is important in securing the commitment of students and the quality of the service.

<sup>1</sup> Compiled on the basis of data<sup>1</sup> trends and forecasts for improving the effectiveness of marketing activities in non-governmental higher education institutions in 2023-2026».

The biggest growth to the implementation of foreign experience shows (from 20% to 85%) in this direction, it is strategically important for institutions in the implementation of innovative and modern methods.

Developments in all directions shows the need for an integrated approach in the development of marketing activities. Non-higher education institutions in the development of the marketing strategy of online platforms to attract entrants, and strengthening the brand image and innovations such as the introduction of pay particular attention to the links, you will be able to take out a high level of marketing effectiveness.

Marketing in the activities of institutions to identify priority areas on the basis of this analysis, targeted and effective use of resources can work out ways to.

## CONCLUSION AND RECOMMENDATIONS

The results of the research, non-competitive and increasing the systematic development of marketing activity that is important of higher education institutions showed. Marketing strategies to attract applicants, and the formation of the brand image has a direct impact in improving the quality of services, while also ensures long-term stability of this institution. Needless research to determine that non-state institutions have organizational and economic freedom more than universities, despite the fact that face many challenges in the development of an effective marketing strategy and its implementation. Marketing strategy development enough resources taqsimlanmasligi major challenges for institutions that produces effective and innovative approaches for the time limit.

Marketing activities to increase the effectiveness of non-enhancing the brand image of universities, the wide use of digital marketing tools and the implementation of innovative methods of involving the school, it is necessary to pay special attention to. Also, adapting to local conditions and practice and the study of foreign experience in the modernization of marketing strategies is of great importance. Marketing institutions and marketing activities on a systematic basis to increase the budget allows efficient use of monitoring resources. The implementation of these recommendations through non-universities can significantly increase their competitiveness and achieve significant results in improving the quality of education services.

## REFERENCES

1. In D. Turaev (2023). Development of the marketing activities of the educational institutions of the republic of uzbekistan in the educational service high. The economic and innovative technologies.
2. I. Yuldashov (2023). The organization of marketing activities and the development of higher education services market on the basis of practice. Green economy and development of the journal.
3. S. A. Khodjaeva (2023). Strategizing for Excellence: marketing approaches in a high Uzbekistan's Reframing Education Landscape. American journal of public diplomacy and international studies.
4. S. A. Khodjaeva (From 2025). Digital transformation in marketing management Improving institutions filed a high increase of the conditions. World bulletin law and management.
5. Saydullayeva S. A. (2023). Analysis of development indicators in the republic of uzbekistan the increasing high. Asia pacific journal of Marketing & management review.
6. G. Rakhimov (2023). Exploring the integration of high rise management and marketing strategies in Organizations: the organization for enhanced performance of your lead clonal address a crucial sentence. Green economy and development of the journal.
7. Ishankulova F. A. (2024). Ways to Improve the competitiveness of high rise Service. The american journal of the economic and business management.
8. Ibrokhimov F. (2024). Undp in increasing the marketing of quality: SERVQUAL Model. Journal of educational research is currently't.
9. Saidova S. (From 2025). Marketing strategies for educational undp in the development of the tourist. Modern education and development.
10. Rustamova L. (2024). Increase the effectiveness of education projects in higher education institutions. Green economy and development of the journal.

**Proofreader:** Zokir ALIBEKOV

**Layout and Designer:** Oloviddin Sobir ugli

---

## 2025. № 10

---

© When materials are reproduced, the INNOVATION SCIENCE AND TECHNOLOGY journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted materials will not be returned to the editorial office.

To publish articles in this journal, you may submit articles, advertisements, stories, and other creative materials through the following links. Materials and advertisements are published on a paid basis.

You may subscribe to the journal at any time using the following details. Once subscribed, please send a screenshot or photo of your payment confirmation to our Telegram page @iqtisodiyot\_77. Based on this, we will send the latest issue of the journal to your address each month.

“The journal “INNOVATION SCIENCE AND TECHNOLOGY” has been registered by the Agency for Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan from 09.10.2024 under the registration number №390637. License number: C-5669633. PNFL: 30407832680027

**Our address:** Tashkent city, Yunusobod district, 19th block,  
House 17.



**Acceptance of articles**  
Published every  
monthly



**Directions**  
Social, economic, political,  
technological, scientific

 **Scopus || Scientific electronic journal specializing in Scopus**

**CERTIFICATE NUMBER: №390637**

**ORDER NUMBER ACCORDING TO  
THE LICENSE REGISTER: C-5669633**

**CONTACT:**

 Contact us  
**+998 50 737 87 88**

 Telegram channel  
**t.me/scopus\_IST2100**

 Journal official website  
**<https://ist-journal.uz/index.php/IST>**