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CONTENTS

THE THEORETICAL FOUNDATIONS OF APPLYING TAX INCENTIVES FOR INVESTMENTS DIRECTED TOWARD HUMAN CAPITAL	14
Quliyev Begimqul Melikovich	
ECONOMETRIC MODELS OF CASHLESS SETTLEMENTS AMONG ECONOMIC ENTITIES.....	21
Ruzimuradov Shuxrat Xusanovich	
PROSPECTS FOR THE DEVELOPMENT OF TOURISM BRAND MARKETING IN MODERN CONDITIONS (UAE: DUBAI ON THE EXAMPLE OF A CITY).....	26
Ibodova Dilsora Ibodovna	
CREDIT DEFAULT SWAPS AS A WAY TO HEDGE AGAINST FORTHCOMING FUTURE UNCERTAINTIES IN THE DEBT MARKET OF UZBEKISTAN	31
Abduganiev Abdulaziz Alisher o'g'li	
SHOULD THE REGULATION OF THE E-COMMERCE MARKET IN THE REPUBLIC OF UZBEKISTAN BE CARRIED OUT BY THE NATIONAL AGENCY FOR PERSPECTIVE PROJECTS OR THE CENTRAL BANK?	39
Sadikov Aziz Mirsharapovich	
MECHANISM FOR IMPLEMENTING ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE OPERATIONS OF COMMERCIAL BANKS IN UZBEKISTAN.....	46
Bakhriddin Berdiyarov	
INNOVATIVE APPROACHES OF SMALL BUSINESSES IN THE INDUSTRY AND CONSTRUCTION SECTORS AND THEIR IMPACT ON EMPLOYMENT.....	53
Ergasheva Nigora Abdigapparovna	
AI-BASED NORMALIZATION METHODOLOGY FOR COLLECTING AND PROCESSING KPI INDICATORS.....	56
Shuhratov Mamurjon Shuhrat o'g'li	
REFORMS AND PROSPECTS FOR THE DEVELOPMENT OF THE PARTICIPATORY BUDGETING INITIATIVE IN UZBEKISTAN	63
Khamidov Khabibullo Hikmatulla ugli	
PROBLEMS OF THE INWARD PROCESSING CUSTOMS REGIME AND WAYS TO ELIMINATE THEM.....	70
Abdullaev Shakhzodbek	
FINANCIAL ANALYSIS OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP IN CONSTRUCTION	74
Musayeva Shoirazimovna	
MEASURES TO ENHANCE THE ROLE AND EFFECTIVENESS OF SMALL BUSINESS IN REGIONAL ECONOMIC DEVELOPMENT.....	80
Ergashev Jamshid Jamoliddinovich	
THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR IMPLEMENTING INNOVATIVE TECHNOLOGIES IN EDUCATION.....	84
Alijonova Marjonabonu Jaxongir qizi	
INDIA'S EXPERIENCE IN ENHANCING PUBLIC WELFARE THROUGH THE DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY	88
Aripov Oybek Abdullayevich	
GREEN STRUCTURAL TRANSFORMATION IN UZBEKISTAN: GREEN FINANCE AND ECO-INNOVATION FOR SUSTAINABLE INDUSTRIAL AND AGRICULTURAL DEVELOPMENT.....	93
Egamberdiev Khumoyun	
AGRICULTURAL MANAGEMENT BASED ON INNOVATIVE TECHNOLOGIES AT THE INTERNATIONAL LEVEL: THE EXAMPLE OF UZBEKISTAN.....	101
Bustonov Komiljon Kumakovich	
ANALYSIS OF THE FINANCIAL CONDITION OF ENTERPRISES: ASSESSMENT OF EQUITY EFFICIENCY	110
Umurkul Shukhratovich Fayziev	

IMPROVING THE QUALITY OF ECONOMIC GROWTH THROUGH THE TRANSITION TO THE DIGITAL ECONOMY.....	118
Mamadaliyev Akmaljon	
МЕТОДЫ И МЕХАНИЗМЫ ИССЛЕДОВАНИЯ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ НА ТУРИСТСКОМ РЫНКЕ.....	124
Нурматова Ситора Шавкатовна	
ANALYSIS OF INNOVATION ACTIVITIES.....	133
Alieva Elnara Ametovna	
METHODS AND MECHANISMS FOR STUDYING CONSUMER BEHAVIOR IN THE TOURISM MARKET.....	139
Nurmatova Sitara Shavkatovna	
ALGORITHMS AND METHODS FOR CALCULATING THE AREA OF A GASTRIC ULCER DEFECT USING MODERN MATHEMATICAL TECHNIQUES.....	145
Yusupov Ibrohimbek XXX, Abdusamatova Munira Sul-tonbek qizi	
UTILIZATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN ENTERPRISE MARKETING ACTIVITIES.....	151
Sadikov Shohrux Shukhratovich	

UTILIZATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN ENTERPRISE MARKETING ACTIVITIES

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Annotatsiya: Mazkur maqolada raqamli transformatsiya sharoitida korxonalar marketing strategiyalarini optimallashtirishda sun'iy intellekt texnologiyalarining o'rni va ahamiyati nazariy hamda amaliy jihatdan chuqur tahlil qilinadi. Shuningdek, unda raqamli marketing, axborot asimmetriyasi va xulq-atvor iqtisodiyoti kabi nazariy asoslar ko'rib chiqilib, ilg'or ilmiy manbalar asosida sun'iy intellektning marketingdagi transformatsion roli yoritiladi. Sun'iy intellekt texnologiyalari yordamida korxonalar shaxsiylashtirilgan yondashuvlar, prediktiv tahlil, dinamik narx belgilash hamda real vaqt rejimidagi qaror qabul qilish imkoniyatlariga ega bo'lishi ta'kidlanadi.

Kalit so'zlar: sun'iy intellekt, marketing, raqamli transformatsiya, raqamli marketing, texnologiya, raqamli texnologiyalar, avtomatlashtirish.

Abstract: This article provides a comprehensive theoretical and practical analysis of the role and significance of artificial intelligence (AI) technologies in optimizing enterprise marketing strategies in the context of digital transformation. It further examines theoretical foundations such as digital marketing, information asymmetry, and behavioral economics, and highlights the transformational role of AI in marketing based on advanced scholarly sources. The article emphasizes that AI technologies enable businesses to implement personalized approaches, predictive analytics, dynamic pricing, and real-time decision-making.

Key words: artificial intelligence, marketing, digital transformation, digital marketing, technology, digital technologies, automation.

Аннотация: В данной статье всесторонне анализируются теоретические и практические аспекты применения технологий искусственного интеллекта (ИИ) в оптимизации маркетинговых стратегий предприятий в условиях цифровой трансформации. Кроме того, рассматриваются теоретические основы, такие как цифровой маркетинг, информационная асимметрия и поведенческая экономика, а также на основе современных научных источников раскрывается трансформационная роль ИИ в маркетинге. Отмечается, что благодаря технологиям ИИ предприятия получают возможности для персонализированных подходов, прогностической аналитики, динамического ценообразования и принятия решений в режиме реального времени.

Ключевые слова: искусственный интеллект, маркетинг, цифровая трансформация, цифровой маркетинг, технологии, цифровые технологии, автоматизация.

INTRODUCTION

In the 21st century, along with the advancement of digital technologies, artificial intelligence (AI) technologies are also developing at a rapid pace. In the context of digital transformation, the use of AI technologies in optimizing enterprise marketing strategies has become an increasingly important issue. Enterprises are turning to AI solutions to enhance their marketing activities, gain a deeper understanding of customer needs, and achieve competitive advantages in the marketplace.

Artificial intelligence significantly influences nearly all stages of marketing — from market research to interactive customer communication. Global practice demonstrates that AI technologies enable firms to identify target audiences more accurately, analyze customer behavior, and develop precisely oriented marketing strategies. Moreover, AI creates new opportunities for automating marketing processes, identifying customer needs, improving market segmentation, and designing personalized advertising tools [1].

The use of AI in marketing manifests in several key areas: predictive analytics, recommendation systems, advertising algorithms, chatbots, personalized content creation, dynamic pricing, and more. These tools help enterprises not only reduce costs but also increase profitability and customer loyalty. Research shows that AI-integrated marketing systems achieve 30–40% higher conversion rates compared to traditional methods [2].

The purpose of this article is to analyze the theoretical foundations of using artificial intelligence technologies in enterprise marketing activities, present existing conceptual approaches, and reveal the impact of AI on the effectiveness of marketing strategies.

LITERATURE REVIEW

The use of artificial intelligence in marketing is explained through several fundamental economic and management theories. In particular, digital marketing theory refers to conducting marketing activities through digital technologies such as the internet, mobile devices, artificial intelligence, and automated systems. According to this theory, marketing is not limited to product promotion but is enriched by real-time analytics, interactive communication with customers, personalized content, and AI-driven customized services.

Peltier, Dahl, and Schibrowsky emphasize the strategic importance of artificial intelligence in transforming marketing processes. They argue that AI technologies serve not only as automation tools but also as mechanisms capable of performing advanced functions such as complex decision-making, analyzing customer behavior, designing customer experience, and personalizing content. Notably, AI enables real-time customer interaction and provides opportunities to deliver services tailored to individual needs [3].

According to information asymmetry theory, market participants do not possess the same amount of information, which may lead to limitations in decision-making. In marketing, this issue appears in the form of insufficient customer data. Mustak and colleagues view artificial intelligence as a new source of knowledge for marketing science and employ bibliometric analysis, topic modeling, and predictive algorithms to explore the role and prospects of AI in marketing. Their research highlights that AI algorithms can be effectively applied in customer segmentation, predicting purchase intentions, personalization, and strengthening brand loyalty. These technologies also provide marketers with high-accuracy data for decision-making [4].

Behavioral economics suggests that individuals do not always behave rationally when making decisions. In marketing, customers' purchasing decisions are influenced by psychological, social, and emotional factors. Artificial intelligence enables the identification and prediction of these behaviors and supports the development of tailored marketing offers. AI technologies help analyze impulsive purchases, loyalty levels, and personal preferences.

Huang and Rust's conceptual approach examines the deep integration of artificial intelligence into the four classical elements of marketing — product, price, place, and promotion. They argue that AI can be applied to each element by identifying customer preferences in product design, using predictive algorithms in pricing, optimizing logistics in placement, and applying personalized advertising algorithms in promotion. This integration significantly enhances marketing effectiveness [5].

Mgiba examines the impact of AI technologies on marketing management and customer loyalty, emphasizing the importance of adhering to ethical norms when applying AI. As AI enables the processing of customers' sensitive personal data, privacy protection is becoming increasingly important. He also notes the need to consider risks related to algorithmic bias, reinforcement of stereotypes, and potential errors. According to Mgiba, marketing systems based on artificial intelligence must be built not only on technological progress but also on ethical principles [5].

De Bruyn and colleagues highlight that while AI offers numerous opportunities in marketing, it also introduces certain risks. They note that although AI can enhance efficiency through automated marketing strategies, incorrectly modeled algorithms or misinterpreted data may lead to inaccurate predictions of customer behavior. They also draw attention to the “black-box” problem — the difficulty of explaining how AI-based systems arrive at certain decisions [6].

Nwankwo and Abude view artificial intelligence as a tool for optimizing marketing processes, arguing that AI can accelerate decision-making, enhance competitiveness, and improve supply chain operations. They provide practical evidence showing that AI-enabled personalized marketing campaigns significantly increase customer loyalty [7].

E. Delen systematically analyzes scientific research on the use of AI in marketing and develops the theoretical foundations of this field. After reviewing more than thirty studies, he proposes a conceptual model identifying three main directions of AI application in marketing: predictive analytics, data-driven decision-making, and the personalization of customer experience. Delen stresses that AI enables deeper analysis of customer behavior, thereby substantially improving marketing effectiveness [8].

RESEARCH METHODOLOGY

In this study, the integration of artificial intelligence (AI) technologies into enterprise marketing activities was examined based on a systematic and comprehensive approach. The primary aim of the research is to analyze the theoretical and practical impact of AI technologies on marketing strategies, identify existing trends, and assess the possibilities of adapting them to local conditions.

The research utilized data from official sources such as the Statistics Agency of the Republic of Uzbekistan, the Ministry of Economy and Finance, and the Ministry of Investments, Industry and Trade, as well as advanced international scholarly articles and analytical reports. The theoretical foundations of AI and digital technologies in industrial management, the essence of transformational models within production systems, and the evolutionary stages of digital integration were also analyzed.

During the research process, several methodological tools were employed, including scientific abstraction, trend analysis, SWOT analysis, expert evaluation, the index method, and synthesis techniques.

ANALYSIS AND RESULTS

The theoretical and conceptual analyses conducted on the integration of artificial intelligence (AI) technologies into marketing activities revealed several key directions and emerging trends. The reviewed studies indicate that AI is reshaping marketing not only from a technological perspective but also as a theoretical and managerial paradigm.

The findings show that AI technologies are increasingly involved at the level of strategic marketing planning. This involvement enhances the development of adaptive strategies, forecasting customer behavior, and establishing competitive advantages beyond traditional product promotion activities.

The model proposed by Huang and Rust scientifically substantiates the integration of AI technologies into the 4P marketing model — product, price, place, and promotion. In this model, product design, pricing strategies, distribution systems, and advertising tools are optimized through AI algorithms, resulting in greater accuracy, speed, and efficiency in marketing decision-making.

In Uzbekistan, the implementation of AI technologies in enterprise marketing activities is developing gradually. Existing technological capabilities, increasing digital literacy among consumers, and the formation of market infrastructure provide a foundation for adopting AI-based marketing systems. The effectiveness of this process is closely linked to improvements in infrastructure, the development of human capital, and the advancement of digital culture.

Moreover, AI technologies are becoming not only practical tools but also theoretical components of modern marketing science. AI-driven approaches contribute to the reinterpretation of classical marketing models within contemporary paradigms, thereby strengthening the scientific justification for AI integration into the dynamic evolution of marketing theory.

AI algorithms demonstrate high accuracy in analyzing customer behavior, predicting purchase motivations, and examining market segments. Customer-oriented approaches — facilitated by personalized content, dynamic pricing strategies, and recommendation systems — are becoming increasingly effective.

However, the large-scale implementation of AI also brings attention to ethical, legal, and social considerations. Ensuring data privacy, promoting algorithmic transparency, and adhering to principles of human rights require that AI integration in marketing be conducted responsibly and sustainably.

In the context of Uzbekistan, the integration of AI technologies into the marketing sector is progressing step by step, based on existing opportunities. Recent advancements in digital economy development, e-commerce growth, CRM systems, and electronic payment infrastructure have created a solid foundation for introducing AI-based marketing strategies. Factors such as the ongoing development of technological infrastructure, the need for qualified AI specialists, and the early-stage growth of research capacity influence the pace of adoption. Addressing these factors over time will accelerate the integration of AI into marketing practices.

Therefore, in the context of Uzbekistan, it is essential to develop and implement a comprehensive and strategic approach to ensure the successful and systematic integration of artificial intelligence technologies into marketing activities.

The effective functioning of artificial intelligence technologies is directly dependent on the quality and maturity of digital infrastructure. In particular, it is essential for enterprises to establish a “data environment” — platforms that enable the systematic collection, storage, and processing of customer-related information. This includes CRM systems, big data platforms, cloud services, and real-time monitoring tools. The development of data infrastructure enhances the accuracy and reliability of AI algorithms.

The ability of marketing specialists to effectively utilize AI technologies is a crucial factor in preparing them for the era of digital transformation. Therefore, it is recommended that higher education institutions,

professional development centers, and training programs introduce courses such as “AI Marketing,” “Data Analytics,” and “Digital Marketing Strategy.” Specialists must acquire strong skills in algorithmic thinking, data handling, and ethical responsibility.

To adapt AI technologies to Uzbekistan’s marketing environment, scientific and practical research that considers local conditions is required. Such studies will facilitate the development of algorithmic models aligned with the socio-demographic, cultural, behavioral, and digital psychology characteristics of the Uzbek market. Through scientific projects, the impact of AI on marketing in the real sector, performance indicators, and stages of implementation can be identified.

The legal and ethical regulation of AI-based marketing practices is also a priority. Developing national ethical codes and regulatory frameworks that ensure data protection, transparency of AI-driven decisions, customer consent, and the prevention of algorithmic discrimination is essential. This approach provides enterprises with the opportunity to apply AI responsibly and in a socially acceptable manner.

In Uzbekistan, the integration of AI into the marketing sector is evolving systematically along these directions. This process not only enhances enterprise-level efficiency but also contributes significantly to the digital transformation of the national economy.

Furthermore, the effective implementation of AI technologies requires multi-stakeholder collaboration among the government, business, and academic sectors. This includes consolidating the experience of advanced companies using AI technologies, supporting startups and technoparks, and attracting foreign investment to develop a robust technological ecosystem.

As a result, the adoption of AI technologies in marketing activities not only increases the competitiveness of enterprises but also serves as a key driver in accelerating the digital transformation of Uzbekistan’s economy.

This direction involves establishing modern technological foundations within enterprises. By integrating digital tools such as CRM (Customer Relationship Management), big data analytics, and cloud services, companies can collect and analyze more comprehensive and structured information about their customers. Since AI requires a well-developed “data environment,” the more complete and high-quality the data is, the more accurate and beneficial AI-generated outcomes will be. Thus, the development of digital infrastructure serves as the fundamental basis for AI-driven marketing strategies (Figure 1).

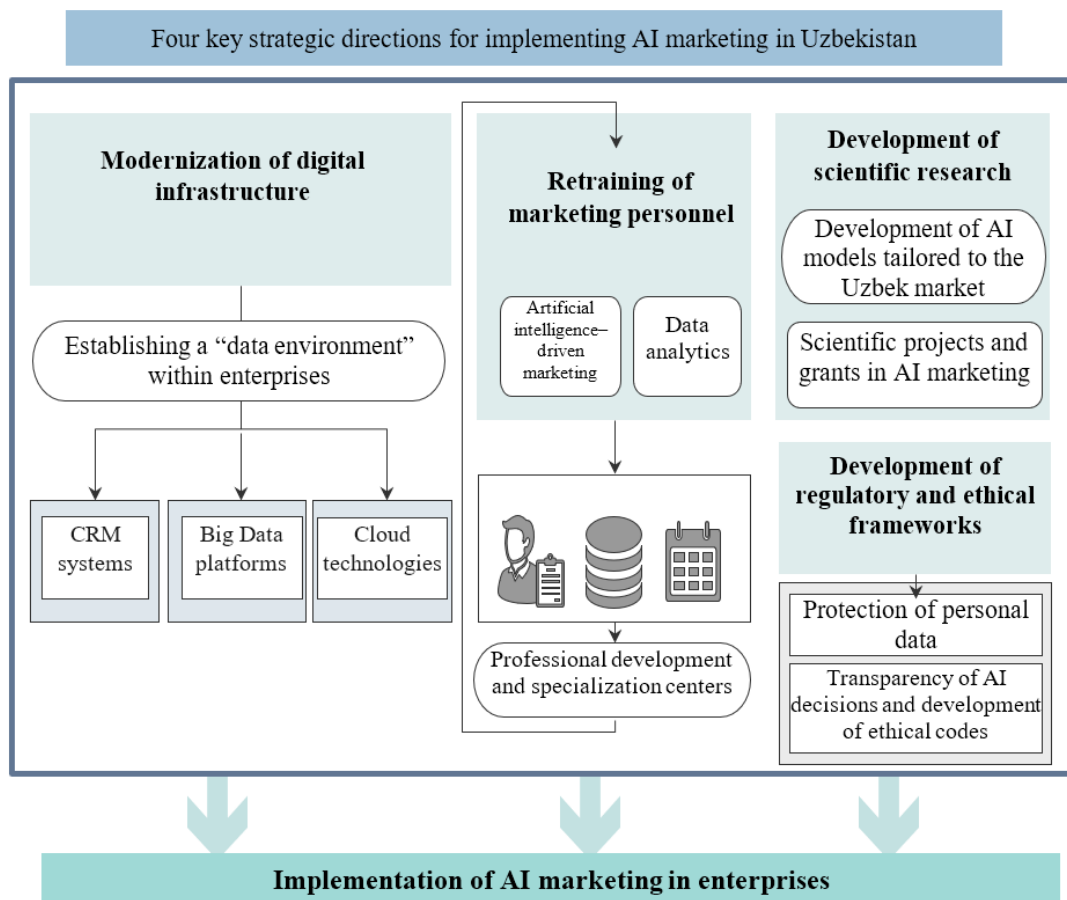


Figure 1. Four Key Strategic Directions for Implementing AI Marketing in Uzbekistan [9]

To develop AI-based marketing models suited to Uzbekistan, it is essential to conduct scientific research grounded in the characteristics of the local market, consumer behavior patterns, and cultural factors. Collaboration among universities, research institutes, and commercial organizations plays an important role in this process.

Many AI models are originally designed for foreign markets, and their direct application in Uzbekistan may not always yield optimal results. Therefore, adapting AI tools to local conditions is necessary to ensure their effectiveness.

The data collected through AI tools — such as customer behavior, purchasing habits, location information, and other sensitive details — requires a high level of privacy protection. Hence, the implementation of AI technologies must be supported by regulatory mechanisms that ensure data security, algorithmic transparency, and adherence to ethical standards. Such an approach strengthens trust in AI-driven practices and helps prevent potential adverse outcomes. In particular, issues such as data collection without customer consent or inappropriate segmentation must be carefully managed.

These four strategic directions serve as the scientific, systematic, and practical foundation for integrating artificial intelligence technologies into the marketing sector in Uzbekistan. Each direction is interconnected, and only their combined implementation can lead to sustainable success.

CONCLUSION AND RECOMMENDATIONS

The integration of artificial intelligence (AI) technologies into marketing activities in Uzbekistan is currently one of the most relevant and promising directions. The conducted analysis shows that AI technologies go beyond mere automation and provide extensive opportunities for deep personalization, data-driven decision-making, forecasting customer behavior, and establishing competitive advantages.

Based on leading international and national research, it can be concluded that AI technologies are forming a new paradigm within marketing theory. AI enables the reinterpretation of the classical 4P model — product, price, place, and promotion — through modern, technology-driven approaches. At the same time, the implementation of these technologies requires thorough preparation from ethical, legal, social, and technological perspectives.

Although Uzbekistan's digital infrastructure is steadily developing, the large-scale adoption of AI technologies in marketing is progressing gradually. Therefore, the introduction of AI-based marketing strategies necessitates a comprehensive, scientifically grounded, and strategic approach.

The recommendations outlined above are developed in line with contemporary marketing theory and, when implemented systematically, will contribute to making artificial intelligence an integral part of marketing activities in Uzbekistan. This, in turn, will enhance enterprise competitiveness, elevate customer interaction to a new level, and accelerate the digital transformation of the national economy.

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