POSSIBILITIES OF USING ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE GREEN TRANSFORMATION OF THE REGIONAL ECONOMY

Saidqulova Firuza Farmonovna
Independent Researcher
Bukhara State University

Abstract

This article examined the opportunities for applying artificial intelligence technologies to the green transformation of the regional economy. The study evaluated the role of artificial intelligence in promoting the green economy, digital transformation, renewable energy, smart energy systems, efficient resource use, and environmental monitoring. A comparative analysis of international experience and the strategic development documents of Uzbekistan was conducted to identify priority areas for regional implementation. Based on the research findings, scientifically grounded recommendations were developed for integrating artificial intelligence into regional green economy strategies. The results demonstrated that the proposed approach contributed to improving resource efficiency, strengthening environmental sustainability, supporting renewable energy development, and enhancing the competitiveness of the regional economy.

Keywords: artificial intelligence, green economy, regional economy, digital transformation, renewable energy, smart grids, resource efficiency, environmental sustainability.

Annotatsiya

Ushbu maqolada sun’iy intellekt texnologiyalaridan mintaqaviy iqtisodiyotning yashil transformatsiyasida foydalanish imkoniyatlari ilmiy jihatdan tahlil qilindi. Tadqiqotda yashil iqtisodiyot, raqamli transformatsiya, qayta tiklanuvchi energiya, aqlli energiya tizimlari, resurslardan samarali foydalanish hamda ekologik monitoring yo‘nalishlarida sun’iy intellektning amaliy ahamiyati baholandi. Xalqaro tajriba va O‘zbekistonning strategik rivojlanish hujjatlari qiyosiy tahlil qilinib, mintaqalar sharoitiga mos ustuvor yo‘nalishlar aniqlandi. Tadqiqot natijasida sun’iy intellektni yashil iqtisodiyot strategiyasiga integratsiya qilish bo‘yicha ilmiy asoslangan tavsiyalar ishlab chiqildi hamda ushbu yondashuv resurslardan foydalanish samaradorligini, ekologik barqarorlikni va mintaqaviy iqtisodiyotning raqobatbardoshligini oshirishga xizmat qilishi ko‘rsatildi.

Kalit so‘zlar: sun’iy intellekt, yashil iqtisodiyot, mintaqaviy iqtisodiyot, raqamli transformatsiya, qayta tiklanuvchi energiya, aqlli tarmoqlar, resurs samaradorligi, ekologik barqarorlik.

Аннотация

В статье были исследованы возможности использования технологий искусственного интеллекта в зелёной трансформации региональной экономики. Были проанализированы роль искусственного интеллекта в развитии зелёной экономики, цифровой трансформации, возобновляемой энергетики, интеллектуальных энергетических систем, эффективного использования ресурсов и экологического мониторинга. На основе сравнительного анализа международного опыта и стратегических документов Республики Узбекистан были определены приоритетные направления их применения на региональном уровне. По результатам исследования были разработаны научно обоснованные рекомендации по интеграции технологий искусственного интеллекта в стратегию зелёной экономики. Было показано, что предложенный подход способствовал повышению эффективности использования ресурсов, экологической устойчивости и конкурентоспособности региональной экономики.

Ключевые слова: искусственный интеллект, зелёная экономика, региональная экономика, цифровая трансформация, возобновляемая энергетика, интеллектуальные сети, эффективность ресурсов, экологическая устойчивость.

INTRODUCTION

Globally, two structural transformations are reshaping economic development simultaneously: the transition toward a low-carbon, resource-efficient “green” economy, and the rapid diffusion of artificial intelligence (AI) as a general-purpose technology. International research increasingly treats these as a single, mutually reinforcing process - the green–digital, or “twin,” transition. As a general-purpose technology, AI is well positioned to accelerate the low-carbon transition by increasing the speed, efficiency and effectiveness with which innovations are scaled and capital is deployed across interconnected systems such as power, transport, cities and land use [1]. This transformation can simultaneously reduce costs through higher resource and energy efficiency, improve health and productivity through lower pollution, and stimulate growth through new investment [1].

The evidence base for AI’s contribution to the green economy is growing quickly. In the power sector, AI can raise the efficiency of renewable-energy systems by optimising grid management and increasing the load factor of solar photovoltaics and wind by as much as twenty per cent [2]. Documented applications report a twenty-nine per cent reduction in day-ahead generation-forecasting error, a halving of grid voltage-violation incidents, and a roughly twenty per cent reduction in the cost of green hydrogen [3]. Beyond energy, AI supports the circular economy through smarter waste sorting and recycling, optimises water and fertiliser use in agriculture, and reduces energy consumption in buildings, factories and transport networks [4]. AI also strengthens environmental monitoring, reporting and verification (MRV), which is essential for credible carbon accounting and green-finance flows.

These opportunities are particularly significant at the regional level, where the green transformation is ultimately implemented: regional energy systems, industrial clusters, irrigated agriculture, municipal services and local ecosystems are the concrete arenas in which low-carbon transition succeeds or stalls. For Uzbekistan, the stakes are high. The country is among the most greenhouse-gas-emission-intensive economies of Europe and Central Asia and is characterised by low water productivity, which heightens its socio-economic vulnerability to climate change [5]. In response, Uzbekistan adopted its Strategy for the Transition to a Green Economy for 2019–2030 (Presidential Resolution PP-4477), targeting a tenfold reduction in greenhouse-gas emissions per unit of GDP relative to 2010 and a twofold increase in energy efficiency by 2030 [6]. In 2024 the government raised the renewable-energy target to forty per cent of installed electricity capacity by 2030, up from only fourteen per cent in 2022 [7], while the Uzbekistan-2030 strategy and the Digital Uzbekistan 2030 agenda place green growth and digitalisation at the centre of national policy.

Yet the relationship between AI and the green economy is double-edged. The same data-centre infrastructure that powers AI is itself a fast-growing source of electricity demand: global data-centre electricity consumption is projected to roughly double from about 415 TWh in 2024 - some 1.5 per cent of world electricity - to around 945 TWh by 2030 [8]. Whether AI becomes a net contributor to, or a net drag on, regional green transformation therefore depends on how deliberately it is deployed and governed. This tension between AI as an enabler of decarbonisation and AI as a consumer of energy defines the central problem of this study.

Against this background, the aim of the article is to analyse the possibilities of using AI technologies in the green transformation of the regional economy and to assess how they can be adapted to the conditions of Uzbekistan. The study pursues three objectives: (1) to characterise the green-transformation imperative at the regional level in Uzbekistan; (2) to identify and classify the principal AI application domains for regional green transformation and their documented impact; and (3) to evaluate the barriers, risks - including the energy paradox - and policy solutions for embedding AI in regional green-economy strategy. The scientific novelty of the work lies in its integrated mapping of AI application domains onto the specific sectoral priorities and constraints of a resource-intensive, water-scarce regional economy, framed through the green–digital nexus and the principles of "Green AI."

LITERATURE REVIEW

The relationship between artificial intelligence and the green transformation of the economy has become one of the central research directions in contemporary sustainable development studies. In recent literature, AI is no longer viewed only as a digital technology that increases productivity; rather, it is increasingly interpreted as an enabling infrastructure for the green–digital, or "twin," transition. This approach is based on the idea that digital tools can support decarbonisation, resource efficiency, climate adaptation and environmental monitoring when they are embedded in appropriate institutional, technological and regional development frameworks. The OECD emphasizes that AI has both direct environmental impacts, related to computing infrastructure and hardware, and indirect impacts, related to the application of AI in energy, industry, agriculture, transport and public administration. Therefore, the literature increasingly argues that the effectiveness of AI in green transformation depends not only on technological capacity, but also on governance, energy sources, data quality and environmental regulation.

A significant body of research focuses on the use of AI in renewable energy forecasting and smart-grid management. Renewable energy sources such as solar and wind are highly dependent on weather conditions, which creates difficulties for grid stability and energy planning. Machine learning and deep learning models are widely used to improve short-term and long-term forecasting of solar radiation, wind speed, electricity demand and energy storage needs. Studies on AI-based renewable-energy forecasting show that such technologies can improve prediction accuracy and support better integration of renewable energy into national and regional power systems. AI also supports smart grids by enabling real-time load balancing, predictive maintenance, demand-response systems and decentralised energy management. These functions are especially relevant for regions that are increasing the share of renewable energy but still face problems related to ageing infrastructure and uneven energy demand.

The International Energy Agency also highlights that AI can improve the operation of energy systems, including electricity networks, energy efficiency and demand-side management. However, the same literature points to the "energy paradox" of AI: while AI can help reduce emissions in many sectors, it also increases electricity demand through the rapid growth of data centres. According to the IEA, global data-centre electricity consumption is projected to double and reach around 945 TWh by 2030, representing almost 3 percent of global electricity consumption. This creates a key research dilemma: AI can become a driver of green transformation only if its own infrastructure is powered by low-carbon energy, designed efficiently and managed under "Green AI" principles.

Another important research direction concerns the use of AI for industrial and building energy efficiency. In the industrial sector, AI-based systems are applied to optimise production processes, reduce energy losses, detect equipment failures and improve resource productivity. Predictive maintenance, digital twins and machine learning-based control systems allow enterprises to reduce unnecessary energy consumption and improve operational efficiency. In buildings, AI can regulate heating, cooling, lighting and ventilation systems based on occupancy patterns and external weather conditions. This is particularly important for regional economies where industrial enterprises, public buildings and housing stock often consume energy inefficiently. The literature suggests that AI-based energy management can become an effective tool for reducing energy intensity at the regional level if it is combined with investment in modern sensors, smart meters and digital infrastructure.

AI is also widely discussed in the literature on sustainable agriculture and water management. For countries and regions facing water scarcity, climate variability and land degradation, AI-based precision agriculture offers important opportunities. Machine learning, satellite imagery, remote sensing and IoT sensors can be used to monitor soil moisture, forecast crop stress, optimise irrigation schedules and reduce the excessive use of water, fertilisers and pesticides. Recent studies show that AI and remote sensing can improve the accuracy of agricultural water management models and support more efficient food production. This direction is especially relevant for Uzbekistan, where agriculture remains highly dependent on water resources and where climate change increases pressure on irrigation systems.

The circular economy is another area where AI has strong potential. Research on AI-driven waste management shows that artificial intelligence can improve waste sorting, recycling, material recovery and supply-chain optimisation. Computer vision can identify and classify waste streams, while predictive analytics can help municipalities and enterprises forecast waste generation and organise collection more efficiently. In industrial ecosystems, AI can support circular-economy models by identifying opportunities for reuse, remanufacturing and resource substitution. Recent studies argue that AI can transform waste management from a reactive public-service function into a data-driven circular-resource system. However, researchers also warn that the environmental benefits of AI in the circular economy depend on the availability of reliable data, investment capacity and cooperation among firms, municipalities and consumers.

The role of AI in low-carbon transport and sustainable cities has also received increasing attention. AI can optimise traffic flows, reduce congestion, support public transport planning, manage electric-vehicle charging infrastructure and improve urban energy systems. The Grantham Research Institute and related research published in

Nature estimate that AI applications in power, food and mobility could reduce global greenhouse-gas emissions by 3.2 to 5.4 billion tonnes of CO_2-equivalent annually by 2035. This finding is important because it shows that AI's climate contribution is not limited to the energy sector; it can also reshape urban mobility, food systems and regional logistics. For regional economies, this means that AI can be used not only in large metropolitan areas but also in secondary cities and industrial regions, where transport, energy and land-use systems are closely connected.

The literature also identifies AI-based monitoring, reporting and verification as a key component of green transformation. MRV systems are necessary for measuring greenhouse-gas emissions, verifying climate projects and improving the transparency of green policies. AI can process satellite imagery, sensor data and administrative information to detect methane emissions, monitor land-use changes, assess forest and soil carbon and verify the climate benefits of green projects. Studies on AI-based methane detection demonstrate that machine learning models can identify large emissions sources using satellite imagery and support facility-level mitigation. This is particularly important for regions where environmental monitoring systems remain underdeveloped or fragmented.

METHODOLOGY

The study employs a qualitative analytical research design combined with secondary data analysis. This approach is appropriate because the research question is explanatory and forward-looking - concerning how an emerging technology can be applied to a complex socio-technical transition - and because authoritative, internationally comparable evidence on both AI and the green economy is already produced by specialised agencies and peer-reviewed research.

Data sources. The empirical material is drawn from four categories of source: (i) international agency analysis - the International Energy Agency's "Energy and AI" report (2025) and Uzbekistan energy and solar-policy profiles, and OECD and World Bank reports on green investment in Uzbekistan; (ii) peer-reviewed scientific literature, including studies in npj Climate Action, Scientific Reports and the Grantham Research Institute on AI and the climate transition; (iii) national strategic and legal documents, notably the Strategy for the Transition to a Green Economy 2019–2030 (PP-4477), the updated Nationally Determined Contribution, and the Uzbekistan-2030 and Digital Uzbekistan 2030 frameworks; and (iv) technical literature on data-centre energy demand and "Green AI."

ANALYSIS AND RESULTS

Uzbekistan's green transformation is driven by both vulnerability and ambition. Its economy is among the most emission- and resource-intensive in the region, its total generation capacity of about 14.1 GW is dominated by thermal power plants (around 86 per cent), and its water productivity is low - conditions that make a low-carbon, resource-efficient transition both urgent and difficult [5]. At the same time, the policy framework has become markedly more ambitious. Table 1 summarises the principal strategic targets that define the regional green-transformation agenda.

Table 1.

Selected strategic targets of Uzbekistan's green-economy transition[1]

Policy / instrument	Target	Horizon
Green Economy Transition Strategy (PP-4477)	Reduce GHG emissions per unit of GDP by 10% from the 2010 level.	by 2030
Energy-efficiency goal	Twofold increase in energy efficiency.	by 2030
Renewable-energy target (revised 2024)	Raise renewables to 40% of installed electricity capacity (from 14% in 2022).	by 2030
Updated NDC (Paris Agreement)	More ambitious GHG-reduction commitment; MRV system development.	2021–2030
Carbon-neutral electricity roadmap	Pathway to a carbon-neutral power sector.	by 2050

The scale of the renewable-energy ambition is illustrated in Figure 1: lifting renewables from fourteen per cent of installed capacity in 2022 to forty per cent by 2030 implies a near-tripling of the renewable share within a decade - a transformation that cannot be achieved by capacity additions alone but requires the intelligent integration, forecasting and balancing of variable generation, precisely the tasks for which AI is well suited.

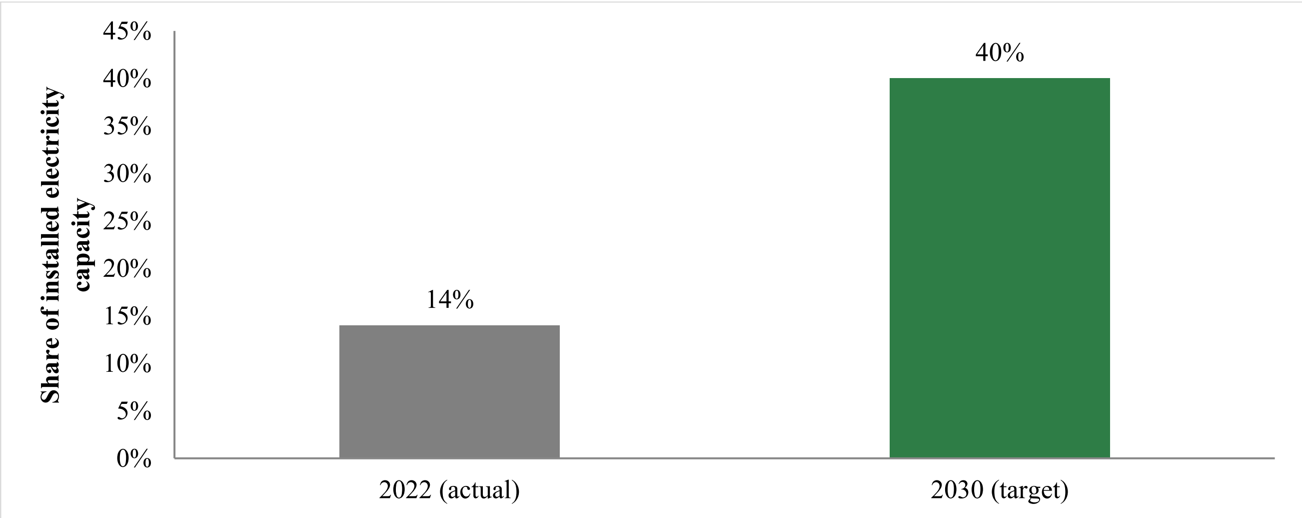

Figure 1. Renewable energy share in installed capacity, Uzbekistan: 2022 vs 2030 Target[2]

[1] Author's work
[2] Compiled by the author from OECD and IEA data [5]; [7]

Across the international evidence, AI contributes to green transformation through a recurring set of application domains, each addressing a specific decarbonisation or resource-efficiency challenge. Their documented effects are summarised in Figure 2 and Table 2.

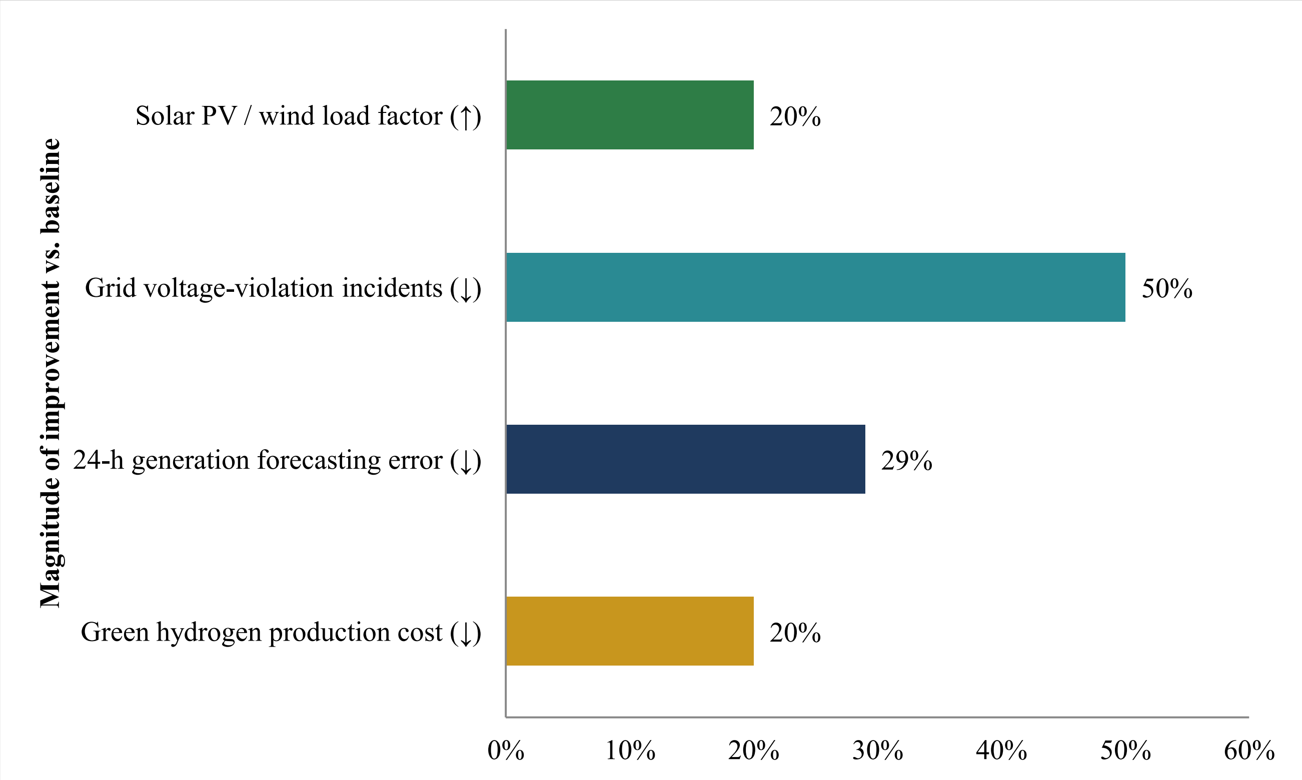

Figure 2. AI-enabled performance improvements in selected green-energy applications[1]

Renewable-energy forecasting and smart-grid management. The most mature domain is the power sector. Machine-learning models improve short-term generation forecasting, while graph-neural-network and reinforcement-learning controllers stabilise grids with high shares of variable renewables - reducing forecasting error by around twenty-nine per cent and voltage-violation incidents by half, and raising the effective load factor of solar and wind by up to twenty per cent [2]; [3]. For a regional grid moving toward forty per cent renewables, these gains are decisive for reliability.

Industrial and building energy efficiency. AI-enabled sensors and control systems detect inefficiencies and automate energy-saving measures in factories, buildings and transport networks, directly supporting the national goal of doubling energy efficiency by 2030 [4]; [6]. Precision agriculture and water management. In a water-scarce region, AI-driven optimisation of irrigation, fertiliser application and crop selection conserves water and inputs while sustaining yields, addressing one of

[1] Compiled by the author from peer-reviewed sources [2]; [3]

Uzbekistan's most binding environmental constraints [4]. Circular economy. Machine-learning models analyse material flows and predict optimal recycling pathways, reducing waste and the environmental footprint of regional industry [4].

Low-carbon transport and smart cities. AI optimises traffic, public transport, logistics and building-energy systems at the municipal scale, lowering emissions in fast-growing regional centres. Emissions monitoring and MRV. AI strengthens the monitoring, reporting and verification systems that underpin carbon pricing and green finance - a priority explicitly identified in Uzbekistan's green-economy reforms [5]. Table 2 maps these domains to their mechanisms, documented impact and regional relevance.

Table 2.

AI application domains for the green transformation of the regional economy[1]

Domain	AI mechanism	Documented impact	Relevance for Uzbek regions
Renewables & smart grids	Generation forecasting; grid-stability control; storage dispatch.	Forecast error −29%; voltage violations −50%; load factor +20% [2]; [3]	High - enables the 40% renewables target.
Industrial & building efficiency	Smart sensors; automated energy-saving control.	Lower energy use and waste in buildings/industry [4]	High - supports doubling of energy efficiency.
Precision agriculture & water	Optimised irrigation, fertiliser and crop selection.	Water and input savings with sustained yields [4]	Very high - addresses low water productivity.
Circular economy	Material-flow analysis; recycling-pathway prediction.	Reduced waste and resource footprint [4]	Medium - emerging regional industry.
Transport & smart cities	Traffic, logistics and building-energy optimisation.	Lower urban emissions [1]; [4]	Medium–high - growing regional centres.
MRV & monitoring	Emissions tracking; remote sensing; verification.	Credible carbon accounting and green finance [5]	High - underpins carbon pricing reforms.

The benefits above must be weighed against AI's own footprint. According to the International Energy Agency, data centres consumed about 415 TWh of electricity in 2024 - roughly 1.5 per cent of global consumption - having grown at about twelve per cent per year since 2017, more than four times faster than total electricity demand [8]. In the base case, data-centre electricity consumption is projected to reach around 945

[1] Author's work

TWh by 2030, close to three per cent of global demand, with AI-focused servers growing at about thirty per cent per year [8]. Global investment in data centres reached roughly half a trillion dollars in 2024. Crucially, however, the IEA notes that AI's overall emissions impact could be offset if the technology enables broader emissions reductions across other sectors - making the **net** outcome a matter of policy design rather than technological destiny [8]. For a region pursuing green transformation, this implies that AI infrastructure should itself be powered by renewables and sited and governed with its energy footprint in mind.

The results indicate that AI offers Uzbekistan's regions a realistic instrument for accelerating green transformation - but only if deployment is matched to regional priorities, sequenced against capacity constraints, and governed to contain its own footprint. Three considerations structure this adaptation.

Matching AI domains to regional priorities. The barrier-and-priority analysis suggests a clear sequence. The highest-value early applications for Uzbekistan are precision agriculture and water management - which directly address the country's low water productivity - and renewable-energy forecasting and smart-grid management, which are prerequisites for integrating the additional variable capacity implied by the forty-per-cent renewables target. Industrial and building efficiency and AI-enabled MRV form a strong second tier, supporting the energy-efficiency and carbon-pricing goals respectively. Transport and circular-economy applications can follow as regional digital infrastructure matures.

The green–digital nexus and its barriers. International and Uzbek studies converge on the finding that digitalisation amplifies the green transition by improving energy efficiency, enabling real-time monitoring and increasing transparency - but that a notable gap persists between policy ambition and implementation. The principal barriers in Uzbekistan are outdated infrastructure, skills gaps and regulatory fragmentation, compounded by limited data availability and weak inter-institutional coordination [5]. Realising AI's potential therefore depends less on the algorithms themselves than on the enabling environment: reliable digital infrastructure in the regions, open and high-quality environmental and energy data, a skilled workforce, and coordinated regulation. Income-level evidence reinforces this point: higher-income economies translate AI into sustainability dividends more readily, while lower-income economies remain constrained by technological bottlenecks and structural mismatches [9] - a risk Uzbekistan must actively manage to avoid a green-digital divide between leading and lagging regions.

Containing the energy paradox - toward "Green AI." Because AI infrastructure is itself energy-intensive, a regional strategy must apply the principles of "Green AI": powering data centres and digital infrastructure with renewable energy, prioritising energy-efficient models and hardware, and siting compute capacity where surplus renewable generation exists. Pairing AI deployment with the renewable build-out turns a potential liability into a complementary asset - surplus solar and wind can power the very systems that optimise their integration. This converts the paradox into a virtuous circle and aligns with the IEA's observation that AI's net emissions impact depends on whether it enables larger reductions elsewhere [8].

Taken together, these considerations point to a coordinated, sequenced policy package rather than ad-hoc pilots. Uzbekistan is comparatively well-positioned: it combines ambitious and recently strengthened green targets, an explicit digitalisation agenda (Digital Uzbekistan 2030), and substantial support from international financial institutions for both green finance and MRV systems. The decisive task is to integrate AI deliberately into regional green-economy planning - building the data, skills and infrastructure foundations, embedding Green-AI safeguards, and prioritising the agriculture–water and energy domains where the regional payoff is greatest.

CONCLUSION AND SUGGESTIONS

Artificial intelligence and the green transformation of the regional economy are converging into a single agenda whose success depends on how deliberately the two are combined. The international evidence shows that AI can materially accelerate green transformation - improving renewable forecasting and grid management, raising solar and wind load factors by up to twenty per cent, optimising water and energy use, strengthening the circular economy, and underpinning credible emissions monitoring. For Uzbekistan, whose regions face acute water scarcity and a carbon-intensive energy base yet operate under ambitious green targets - forty per cent renewables and a doubling of energy efficiency by 2030 - these applications are not merely desirable but instrumentally necessary.

The article therefore recommends a context-sensitive package for Uzbekistan's regions: (1) prioritise AI in precision agriculture/water management and renewable-energy forecasting and smart grids, where the regional payoff is greatest; (2) build the enabling foundations - regional digital infrastructure, open and high-quality energy and environmental data, AI skills, and coordinated regulation - to close the gap between policy ambition and implementation; (3) deploy AI-enabled MRV to support carbon pricing and green finance; (4) apply "Green AI" principles by powering digital infrastructure with renewables and prioritising energy-efficient models to contain the energy paradox; and (5) guard against a green-digital divide between leading and lagging regions. The scientific contribution of the study is its integrated mapping of AI application domains onto the sectoral priorities and constraints of a resource-intensive, water-scarce regional economy, providing a practical foundation for future region-specific research and for embedding AI within national green-economy strategy.

REFERENCES

1. Green and intelligent: the role of AI in the climate transition // npj Climate Action, 2025. – https://www.nature.com/articles/s44168-025-00252-3

2. Grantham Research Institute on Climate Change and the Environment. Green and Intelligent: The Role of AI in the Climate Transition. – London: LSE, 2025.

3. The role of artificial intelligence in accelerating renewable energy adoption for global energy transformation // Energy and AI / ScienceDirect, 2025. – https://doi.org/10.1016/j.egyai.2025

4. Artificial Intelligence-Driven Circular Economy and Sustainable Energy Management // Materials Circular Economy / related reviews, 2024–2025.

5. OECD. Promoting Green Investment in Uzbekistan: Roadmap for Sustainable Investment Policy Reforms. – Paris: OECD Publishing, 2025.

6. Strategy for the Transition of the Republic of Uzbekistan to the Green Economy for the Period 2019–2030: Presidential Resolution No. PP-4477. – Tashkent, October 2019. https://lex.uz/en/docs/7582760

7. OECD / IEA. Renewable-energy targets of Uzbekistan: revised 40% installed-capacity target by 2030. – 2024.

8. International Energy Agency (IEA). Energy and AI. – Paris: IEA, 2025. – https://www.iea.org/reports/energy-and-ai

9. Artificial Intelligence in the Renewable Energy Transition: The Critical Role of Financial Development // Renewable and Sustainable Energy Reviews / ScienceDirect, 2025.

10. The Impact of Artificial Intelligence on Green Economy Efficiency under Integrated Governance // Scientific Reports, 15, 2025. – https://www.nature.com/articles/s41598-025-03817-8

11. Green Energy and Digital Transformation: The Road to a Sustainable Future in Uzbekistan // International Journal of Medical Sciences (inlibrary.uz), 2025.

12. IEA. Uzbekistan Energy Profile: Sustainable Development. – Paris: IEA, 2024.

13. IEA. Solar Energy Policy in Uzbekistan: A Roadmap – Context of Renewable Energy in Uzbekistan. – Paris: IEA, 2024.

14. Tony Blair Institute. Greening AI: A Policy Agenda for the Artificial Intelligence and Energy Revolutions. – London, 2024.

15. World Bank. Uzbekistan Green and Resilient Market Economy Program. – Washington, D.C.: World Bank Group, 2025.

16. AIIB. Second Uzbekistan Green and Resilient Market Economy Climate Policy-Based Financing. – Beijing: Asian Infrastructure Investment Bank, 2025–2026.

Marketing
ilmiy, amaliy va ommabop jurnali

2026-yil, iyun, 6-son

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga murojaat qilish mumkin.
Ilmiy maqola, ommabop maqola, reklama, hikoya va boshqa ilmiy-ijodiy materiallar yuborishingiz mumkin.
Materiallar va reklamalar pullik asosda chop etiladi.

Elektron pochta: info@marketingjournal.uz
Bot: @marketinjournalbot
Tel.: +998977838464, +998939266610
Jurnalning rasmiy sayti: https://marketingjournal.uz

Marketing jurnali O‘zbekiston Respublikasi Oliy ta’lim, fan va innovatsiyalar vazirligi huzuridagi **Oliy attestatsiya komissiyasi rayosatining 2024-yil 04-oktabrdagi 332/5 sonli qarori** bilan milliy ilmiy nashrlar ro‘yxatiga kiritilgan

“Marketing” ilmiy, amaliy va ommabop jurnali 2024-yil 15-martdan O‘zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan **C-5669517** reyestr raqami tartibi bo‘yicha ro‘yxatdan o‘tkazilgan. **Litsenziya raqami: №240874**

“Marketing” ilmiy, amaliy va ommabop jurnalining xalqaro darajasi: **9710.** ГОСТ 7.56-2002 " Seriyali nashrlarning xalqaro standart raqamlanishi" davlatlataro standartlari talablari. **Berilgan ISSN tartib raqami: 3060-4621**