

# MARKETING

ILMIY, AMALIY VA OMMABOP JURNAL



I  
BRENDING  
N  
O  
V  
MARKETING  
T  
BIZNES  
I  
Y  
S  
RAQAMLI MARKETING  
V  
D  
ELEKTRON TIJORAT



**№3-SON**

**2025-YIL, MART**

9710 xalqaro daraja



№240874

ISSN: 3060-4621



OPEN ACCESS



2025-YIL  
MART  
№ 3-SON



# Marketing

ILMIY, AMALIY VA OMMABOP JURNAL

ELEKTRON NASHR. 28-MART, 2025-YIL

## JURNALNING MAQSADI

Tadbirkorlik-biznes faoliyatini tashkil etishning marketing asoslarini, yo'nalishlari, echimlari, vositalarini yaratish va rivojlantirish

## ALOQA UCHUN MA'LUMOTLAR

TEL: (97) 783-84-64

VEB-SAYT

[www.marketingjournal.uz](http://www.marketingjournal.uz)

ELEKTRON POCHTA:

[info@marketingjournal.uz](mailto:info@marketingjournal.uz)

TELEGRAM BOT:

[@marketinjournalbot](https://t.me/marketinjournalbot)

TELEGRAM KANAL:

<https://t.me/tdiumarketingjournal>

## MUASSIS

“Tadbirkor va ishbilarmon” MCHJ

## JURNALNING ILMIYLIGI

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

## INDEKSATSIYA



## BOSH MUHARRIR

**Xakimov Ziyodulla Axmadovich**, iqtisodiyot fanlari doktori, dotsent;

## BOSH MUHARRIR O'RINBOSARI:

**Yusupov Muxamadamin**, iqtisodiyot fanlari nomzodi, professor;

## TAHRIR HAY'ATI:

**Abduraxmanova Gulnora Kalandarovna**, i.f.d., prof., TDIU Ilmiy ishlar va innovatsiyalar bo'yicha prorektori;

**Ergashxodjayeva Shaxnoza Djasurovna**, i.f.d., prof., TDIU Marketing kafedrasini mudiri;

**Soliyev Axmadjon Soliyevich**, i.f.d., NaMTI Marketing kafedrasini professori;

**Ikramov Murad Akramovich**, i.f.d., TDIU Marketing kafedrasini professori;

**Tursunov Boburjon Ortiqmirzayevich**, i.f.d., prof., TDIU Iqtisodiy xavfsizlik kafedrasini mudiri, Xalqaro statistika instituti kengashi doimiy a'zosi;

**Zarova Elena Viktorovna**, i.f.d., G.V.Plexanov nomidagi Rossiya iqtisodiyot universiteti professori, Xalqaro statistika instituti kengashi doimiy a'zosi

**Akramov Tohir Abdirahmonovich**, i.f.d., TDIU Marketing kafedrasini professori;

**Ostonaqulova Gulsaraxon Muhammadyoqub qizi**, i.f.d., TDIU Marketing kafedrasini professori;

**Samadov Asqarjon Mishomovich**, i.f.n., TDIU Marketing kafedrasini professori;

**Shamshiyeva Nargizaxon Nosirxo'ja qizi**, i.f.n., dots., TDIU Kengash kotibi;

**Sobirov Azizbek Avazbekovich**, PhD., TDIU Marketing kafedrasini dotsenti;

**Sadikov Shoxrux Shuxratovich**, PhD, dots., TIU Departament boshlig'i;

**Musyeva Shoirazimovna**, i.f.n., SamISI Marketing kafedrasini professori;

**Kaxramonov Xurshidjon Shuxrat o'g'li**, PhD., TDIU Marketing kafedrasini dotsenti;

**Djurabayev Otabel Djurabayevich**, i.f.d., TDIU Innovatsion menejment kafedrasini dotsenti;

**Karimova Shirin Zoxid qizi**, PhD, TDIU Axborot texnologiyalari kafedrasini katta o'qituvchisi;

**Usmonov Bunyod Aktam o'g'li**, PhD, TDIU Moliyaviy tahlil kafedrasini v.b.dotsenti;

**Dehqonov Burxon Rustamovich**, PhD., TDIU Ilmiy tadqiqot faoliyatini tashkil etish bo'limi bosh mutaxassisi;

**Turobova Hulkar Rustamovna**, PhD., BuxDU, Yashil iqtisodiyot va agrobiznes kafedrasini dotsenti;

**Mullabayev Baxtiyarjon Bulturbaevich**, DSc., Namangan muhandislik-qurilish instituti dotsenti;

**Fayzullayev Javlonbek Sultonovich**, DSc., TDIU, Yashil iqtisodiyot kafedrasini dotsenti;

**Aliyev Yashnarjon Egamberdiyevich**, DSc., TDIU, “Iqtisodiy va moliyaviy xavfsizlik” kafedrasini professori

**Bobojonov Azizjon Babaxanovich**, DSc, TDIU, “Raqamli iqtisodiyot” kafedrasini dotsenti

**Allayarov Shamsiddin Amanullayevich**, DSc, prof., TDIU, “Savdo ishi” kafedrasini mudiri

**Jumaev Olimjon Sadulloevich**, DSc, Raqobat siyosati va iste'molchilar huquqlari tadqiqotlari markazi direktori

**Eshov Mansur Po'latovich**, i.f.d., prof., Alfraganus universiteti “Menejment va marketing” kafedrasini mudiri

**Kucharov Abrorjon Sobirjanovich**, TDIU biznes boshqaruvi va logistika kafedrasini professori

**Nazarova Ra'no Rustamovna**, TDIU “Yashil” iqtisodiyot kafedrasini mudiri, Iqtisodiyot fanlari doktori, professor

**Elektron nashr** 670 sahifa. E'lon qilishga 2025-yil 28-martda ruxsat etildi

## MUNDARIJA

<b>OZIQ-OVQAT MAXSULOTLARI EKSPORTINI MARKETING STRATEGIYALARI ASOSIDA OSHIRISH YO‘LLARI .....</b>	<b>9</b>
<b>Yunusov Baxodir Marisovich</b>	
<b>ENHANCING EXPORT STRATEGIES FOR LIGHT INDUSTRY ENTERPRISES.....</b>	<b>22</b>
<b>Djurabaev Otabek Djurabayevich</b>	
<b>BALIQCILIKDA BIOLOGIK AKTIVLAR HISOBI VA ICHKI NAZORATINI XALQARO STANDARTLAR ASOSIDA TAKOMILLASHTIRISH.....</b>	<b>29</b>
<b>Dusmurotov Radjabbay Davlatbayevich, Aitimbetov Amirbek Qoishibekovich</b>	
<b>O‘ZBEKISTON RESPUBLIKASIDA ISHLAB CHIQRISH KORXONALARINING IQTISODIY RIVOJLANISHINING STATISTIK TAHLILI .....</b>	<b>37</b>
<b>Egamshukurov Zayniddin Sodikovich</b>	
<b>KORXONA MAHSULOTLARI ISTE‘MOLCHILARI MOTIVATSIYASIDA CHEKLI ALMASHTIRISH NORMASI MASALALARI.....</b>	<b>45</b>
<b>Jalilov Jamshid G‘anijonovich</b>	
<b>MINTAQADA TURIZMNI RIVOJLANTIRISH HAMDA AHOLI TURMUSH FARAVONLIGINI OSHIRISHDA TURIZM INFRATUZILMASI ROLINI BAHOLASH.....</b>	<b>52</b>
<b>Jumaniyazova Sharifa Rashidovna</b>	
<b>DIGITAL MARKETING TOOLS AND BUSINESS DEVELOPMENT STRATEGIES.....</b>	<b>61</b>
<b>Khudoyarova Ziyoda Maratovna, Erkaboyeva Jasmina Safarali qizi</b>	
<b>KICHIK BIZNES VA XUSUSIY TADBIRKORLIKNING RIVOJLANISH NAZARIY ASOSLARI VA XORIJIY TAJRIBALARI.....</b>	<b>68</b>
<b>Mirazimova Zulfiya</b>	
<b>TURIZMNI RIVOJLANTIRISHDA IT TEXNOLOGIYALARDAN FOYDALANISHNING MOHIYATI.....</b>	<b>79</b>
<b>Musirmanov Shohboz Usmon o‘g‘li</b>	
<b>AHOLINING TURMUSH DARAJASI VA FARAVONLIGINING ASOSIY KO‘RSATKICHLARI VA DINAMIKASI .....</b>	<b>86</b>
<b>Muxamedova Muslima Maxmudovna</b>	
<b>DEVELOPMENT STRATEGIES FOR GLOBAL COMPANIES IN CURRENT CONDITIONS.....</b>	<b>96</b>
<b>Nasimov Bakhtiyor Vasiyevich</b>	
<b>QISHLOQ XO‘JALIGIDA PAXTA-TO‘QIMACHILIK KLASTERLARINI RIVOJLANTIRISH YO‘NALISHLARI.....</b>	<b>104</b>
<b>Qurbonov Alisher Boboqulovich</b>	

<b>ZAMONAVIY RAQAMLI TEXNOLOGIYALARDAN FOYDALANISH SHAROITIDA SUG'URTA KOMPANIYALARI UCHUN SAMARALI MARKETING STRATEGIYALARI .....</b>	<b>110</b>
<b>Rashidova Dildora Rasul qizi</b>	
<b>ELEKTRON TIJORATNI RIVOJLANISHIGA TA'SIR ETUVCHI OMILLARNI ANIQLASH .....</b>	<b>116</b>
<b>Ravshanova Muhayyo Maxmanazarovna</b>	
<b>TELEKOMMUNIKATSION VOSITALAR ISHLAB CHIQRISH KORXONALARINING INNOVASION FAOLIYATI SAMARADORLIGINI OSHIRISH.....</b>	<b>122</b>
<b>Shaislamova Muazzamxon Raximxodjaevna</b>	
<b>KICHIK BIZNES SUB'EKTLARINING RAQOBATBARDOSHLIGINI RAQAMLI MARKETING STRATEGIYALARI ASOSIDA OSHIRISH.....</b>	<b>130</b>
<b>Tursunxo'jayev Axrorxo'ja Jamoliddin o'g'li</b>	
<b>KO'P O'LCHOVLI KAMBAG'ALLIK INDEKSINI HISOBLASH BO'YICHA ALKIRE-FOSTER USULI VA TAVSIYALARI .....</b>	<b>140</b>
<b>Urazbayev Raxmatjon Otajanovich</b>	
<b>RAQAMLI TRANSFORMATSIYANING IQTISODIYOTNI BARQAROR RIVOJLANTIRISHDAGI AHAMIYATI HAMDA EKOLOGIK, IJTIMOYIY VA BOSHQARUVNING INVESTITSIYALAR BILAN INTEGRATSIYASI .....</b>	<b>151</b>
<b>Amonov Mirzohid Tuymuratovich</b>	
<b>QORAQALPOG'ISTON RESPUBLIKASIDA AGROSANOAT MINTAQAVIY-IQTISODIY MAJMUASI RIVOJLANISH DINAMIKASINI BAHOLASH .....</b>	<b>161</b>
<b>Bekchanov Xalmurza Tursinbayevich</b>	
<b>“MAHALLA YETTILIGI” TIZIMIDA RAQAMLI TRANSFORMATSIYANING IJTIMOYIY AHAMIYATI.....</b>	<b>172</b>
<b>Imomov Jamshidxon Odilovich, Muzaffarova Dilbar Mamalatif qizi, Islomova Dilrabo Salomovna</b>	
<b>CHAKANA SAVDODA MARKETING VOSITALARIDAN SAMARALI FOYDALANISH.....</b>	<b>194</b>
<b>Ismoilov Shohjahan O'tkir o'g'li</b>	
<b>RAQOBAT SHAROITIDA OLIY TA'LIM TASHKILOTLARINING BOSHQARUV MEXANIZMINI TAKOMILLASHTIRISH.....</b>	<b>200</b>
<b>Nishanbaev Behzod Qahramaonjon o'g'li, Saidov Mash'al Samadovich</b>	
<b>INFLYATSIYA VA MAKROIQTISODIY BARQARORLIK O'RTASIDAGI MUVOZANAT: NAZARIY YONDASHUVLAR VA STRATEGIK YO'NALISHLAR .....</b>	<b>210</b>
<b>Baratov Diyorbek Fazliddin o'g'li</b>	
<b>SANOAT KORXONALARIDA RAQAMLI MARKETING FAOLIYATINI TASHKIL ETISHNING IJTIMOYIY-IQTISODIY MOHIYATI.....</b>	<b>218</b>
<b>Rajabova Mohichehra Abduxoligovna</b>	

<b>KICHIK BIZNESDA INNOVATSION MENEJMENT TIZIMINI TAKOMILLASHTIRISH YO‘LLARI.....</b>	<b>227</b>
<b>Salayev Jasurbek Komilovich</b>	
<b>OLIY TA‘LIM TASHKIOTLARIDA SIFAT MENEJMENTI TAMOYILLARI ASOSIDA KADRLARLAR TAYYORLASH STARTEGIYASINI ISHLAB CHIQISH.....</b>	<b>237</b>
<b>Ahmedova Nigora Temur qizi, Saidov Mash‘al Samadovich</b>	
<b>ЗАРУБЕЖНЫЙ ОПЫТ РАЗВИТИЯ КЛАСТЕРИЗАЦИИ.....</b>	<b>248</b>
<b>Ахмедова Мадина Шухрат кизи</b>	
<b>МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ КАК ИНСТРУМЕНТ ФОРМИРОВАНИЯ КЛИЕНТСКОЙ СТРАТЕГИИ КОММЕРЧЕСКИХ БАНКОВ.....</b>	<b>258</b>
<b>Кахрамонов Хуршиджон Шухрат угли, Маннабова Хулкар Фарход кизи</b>	
<b>СОВЕРШЕНСТВОВАНИЕ ИСПОЛЬЗОВАНИЯ МАРКЕТИНГОВЫХ СТРАТЕГИЙ В ПОВЫШЕНИИ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ.....</b>	<b>267</b>
<b>Рахимова Тамила Баходур кизи</b>	
<b>RIVOJLANGAN MAMLAKATLAR QIMMATLI QOG‘OZLAR BOZORI RIVOJLANISHINING ASOSIY XUSUSIYATLARI.....</b>	<b>279</b>
<b>Ibodullaev Abror Axrorovich</b>	
<b>ЭКОНОМИЧЕСКАЯ БЕЗОПАСНОСТЬ В ФОРМИРОВАНИИ И РАЗВИТИИ КЛАСТЕРОВ ПРОИЗВОДСТВЕННОЙ ПРОМЫШЛЕННОСТИ.....</b>	<b>285</b>
<b>Садриддинова Нигора Хуснидиновна</b>	
<b>KIMYO KORXONALARI TASHQI IQTISODIY FAOLIYATIDA MARKETING STRATEGIYALARINI TANLASHNING USLUBIY YONDASHUVLARINI ISHLAB CHIQISH.....</b>	<b>295</b>
<b>Akramov Bo‘ribek Faxriddin o‘g‘li</b>	
<b>PANDEMIYA VA INQIROZLARLARNING IJTIMOIIY SOHALARGA TA‘SIRINI BAXOLASH.....</b>	<b>304</b>
<b>Jumanov Eshmamat Turdiyevich, Ergashev Mirjon Yorqin o‘g‘li, Aslonov Muhammad Tosh o‘g‘li</b>	
<b>QASHQARYO VILOYATINING IQTISODIY O‘SISHINI TA‘MINLASHDA XORIJIY INVESTITSIYALARNI O‘ZLASHTIRISHNING IQTISODIY TAHLILI.....</b>	<b>311</b>
<b>Azimov Allaberdi O‘rinovich, Begaliyeva Madina Abdusamatovna</b>	
<b>TIJORAT BANKLARI MUAMMOLI KREDITLARNI KAMAYTIRISH MEKANIZMLARI.....</b>	<b>317</b>
<b>Jumanov Eshmamat Turdiyevich, Aslonov Muhammad Tosh o‘g‘li, Ergashev Mirjon Yorqin o‘g‘li</b>	
<b>VARYING FORMS OF LEVERAGE ANALYSIS AND ITS USAGE.....</b>	<b>324</b>
<b>Abduqodirova Mohinur Anvar qizi</b>	

<b>ROLE OF INSTITUTIONAL FRAMEWORKS IN FACILITATING INDIAN INVESTMENT IN UZBEKISTAN.....</b>	<b>336</b>
<b>Abror Kucharov, Jyoti Meshram</b>	
<b>TRANSPORT TIZIMINI SAMARALI RIVOJLANTIRISHNING ILMIY ASOSLARI .....</b>	<b>344</b>
<b>Fayzullayev Javlonbek Sultonovich</b>	
<b>KICHIK BIZNES SUBYEKTLARIDA RAQAMLI MARKETING FAOLIYATINI TASHKIL ETISH .....</b>	<b>357</b>
<b>Ergashxodjaeva Shaxnoza Jasurovna, Parpiyeva Gulhayo Ravshanbek qizi</b>	
<b>KICHIK BIZNESNI RIVOJLANTIRISH ORQALI MINTAQA IQTISODIYOTINI BARQAROR RIVOJLANTIRISH OMILLARI .....</b>	<b>366</b>
<b>Jumanov Ruslanbek Bobojonovich</b>	
<b>THE ROLE OF THE PROFESSION OF GUIDE INTERPRETERS IN TODAY’S WORLD .....</b>	<b>373</b>
<b>Yaxshibayeva Raziya Imanali qizi</b>	
<b>RAQAMLI TRANSFORMATSIYANING AN’ANAVIY SANOATDA STRATEGIK QARORLAR QABUL QILISHGA TA’SIRI.....</b>	<b>380</b>
<b>Mullabayev Baxtiyarjon Bulturbayevich, Tyurahanov Shamsitdin Djamshid o‘g‘li</b>	
<b>AGROSANOAT MAJMUASINI RIVOJLANTIRISHDA IJTIMOY INFRATUZILMASINING ROLI VA O‘RNI.....</b>	<b>389</b>
<b>Sultonov Sirojiddin Normurolovich</b>	
<b>THE ROLE OF THE STATE IN THE DEVELOPMENT OF TOURISM IN UZBEKISTAN .....</b>	<b>396</b>
<b>Olimova Sevara Komil kizi</b>	
<b>QISHLOQ XO‘JALIGIDAGI XAVFLARNI BOSHQARISH STRATEGIYALARI: DEHQONCHILIKDAGI NOANIQLIKLARNI VA TAVAKKALCHILIKLARNI BARTARAF ETISH .....</b>	<b>406</b>
<b>Mullabayev Baxtiyarjon Bulturbayevich, Mo‘minov Muslimbek Mirzoxid o‘g‘li</b>	
<b>DEVELOPMENT OF THE ECONOMY OF UZBEKISTAN BASED ON INNOVATIVE ACTIVITIES .....</b>	<b>416</b>
<b>Mukumova Nargis Nuriddinovna, Nasirov Dilshod Farhadovich, Toshimov Ulugbek Hakimovich</b>	
<b>MOLIYAVIY SAVODXONLIK VA IJTIMOY TARMOQLARNING IQTISODIY BARQARORLIKKA TA’SIRI.....</b>	<b>424</b>
<b>Eshpulatova Muazzam Barnoyevna</b>	
<b>ICHKI AUDITDA TAHLILY AMALLARNI QO‘LLASHNING NAZARIY ASOSLARI .....</b>	<b>435</b>
<b>Maxmudova Sharifa Elmurodovna</b>	
<b>THE ECONOMIC SIGNIFICANCE OF ADALINE NEURAL NETWORKS IN FINANCIAL DECISION-MAKING .....</b>	<b>445</b>
<b>Mirzayev Shoxrux Normurod o‘g‘li</b>	

<b>AHOLINING IJTIMOIIY-IQTISODIY TURMUSH DARAJASINI OSHIRISHNI XUSUSIY TADBIRKORLIKNI RIVOJLANTIRISHNING IQTISODIY TAHLILI .....</b>	<b>454</b>
<b>Raximov Anvar Norimovich, Annayev Abbas Baxtiyor o‘g‘li</b>	
<b>ULGURJI SAVDO MARKETINGINING O‘ZIGA XOS XUSUSIYATLARI.....</b>	<b>460</b>
<b>Xolmamatov Diyor Haqberdiyevich</b>	
<b>ELEKTR ENERGIYASI UCHUN TARIF REJALARINI LOYIHALASH.....</b>	<b>470</b>
<b>Samiyev Shohrux Faxriddin o‘g‘li</b>	
<b>TA‘LIM SOHASINI RIVOJLANTIRISHDA INVESTITSION LOYIHALARNI BOSHQARISH MEXANIZMINI TAKOMILLASHTIRISH.....</b>	<b>480</b>
<b>Adxamova Komilabonu Ilxom qizi, Saidov Mash‘al Samadovich</b>	
<b>IJTIMOIIY MUHIM OZIYQ-OVQAT MAHSULOTLAR NARXLARINING KELGUSI TENDENSIYALARINI PROGNOZLASHNI EKONOMETRIK TAHLILLAR ASOSIDA MODELLASHTIRISH .....</b>	<b>489</b>
<b>Jumayev Olimjon Sadulloevich</b>	
<b>MARKETING VA LOGISTIKA TAMOYILLARI ASOSIDA HUDUDLARDA AGROLOGISTIKA MARKAZLARINI RIVOJLANTIRISH.....</b>	<b>511</b>
<b>Xolmamatov Diyor Haqberdiyevich</b>	
<b>SANOAT KLASTERLARINING SHAKLLARI VA KLASTER SUBYEKTLARINING O‘ZARO KORPARATIV MUNOSABATLARI .....</b>	<b>522</b>
<b>Mamadaliyev Anaxon Ziyodillayevich</b>	
<b>DEHQON BOZORI SAVDOSINING XARIDORLAR TALAB-EHTIYOJINI QONDIRISHDAGI O‘RNI VA ROLI.....</b>	<b>527</b>
<b>Ivatov Irisbek</b>	
<b>QISHLOQ XO‘JALIGINI IXTISOSLASHISHINING INTENSIV RIVOJLANISHNI TA‘MINLASHDAGI AHAMIYATI .....</b>	<b>535</b>
<b>Saburov Jumanazar Saliyevich</b>	
<b>CHAKANA SAVDO FAOLIYATIDA NEYROMARKETING STRATEGIYALARIDAN FOYDALANISH AHAMIYATI .....</b>	<b>542</b>
<b>Saminjonov Nurilloxon Abdubanno o‘g‘li</b>	
<b>SANOAT KLASTERLARI – SANOAT SALOHIYATINI OSHIRISHNING STRATEGIK YO‘NALISHI SIFATIDA .....</b>	<b>549</b>
<b>Sobirov Azizbek Avazbekovich</b>	
<b>NEFT VA GAZ RESURSLARIDAN FOYDALANISHDA INNOVATSION TEXNOLOGIYALAR VA ULARNING IQTISODIY SAMARADORLIGI.....</b>	<b>555</b>
<b>Xalimov Akmaljon Axmadovich</b>	
<b>OLIY TA‘LIM TIZIMIDA RAQAMLI TEXNOLOGIYALARNI QO‘LLASH USULLARINI TAKOMILLASHTIRISH.....</b>	<b>561</b>
<b>Xusniddinov Yorqinjon Muhiddin o‘g‘li</b>	
<b>APPLE KOMPANIYASINING MARKETING STRATEGIYALARIDAN FOYDALANISH TAHLILI.....</b>	<b>567</b>
<b>Yaxyoxonov Niyozxo‘ja Baxroil o‘g‘li</b>	

<b>RAQAMLI MARKETINGNING ZAMONAVIY TURIZMGA TA’SIRI .....</b>	<b>575</b>
<b>Abduvaxidov Abdumalik Maxkamovich</b>	
<b>TOSHKENT SHAHRIDA BOLALAR VA O’SMIRLAR TURIZMINI RIVOJLANTIRISH MEXANIZMLARINING ASOSIY TAMOYILLAR.....</b>	<b>584</b>
<b>Islomova Dilrabo Salomovna</b>	
<b>O’ZBEKISTON RESPUBLIKASI HUDUDLARIDA BILIM IQTISODIYOTINING RIVOJLANISH DARAJASINI BAHOLASH UCHUN USLUBIY YORDAMNI SHAKLLANTIRISH .....</b>	<b>591</b>
<b>Xolmirzayev Ulug‘bek Abdulazizovich</b>	
<b>OLIY TA’LIM TIZIMINI MIQDOR VA SIFAT KO’RSATKICHLARI ASOSIDA BAHOLASH MEZONLARI VA KO’RSATKICHLARI.....</b>	<b>602</b>
<b>Hakimova Mushtariybonu Hamid qizi, Bozorova Muazzam Hamid qizi,</b>	
<b>IHTTNING CRAM METODOLOGIYASI ASOSIDA TAHLIL (CHEXIYA TAJRIBASI).....</b>	<b>608</b>
<b>Hakimov Hakimjon Abdullo o‘g‘li</b>	
<b>SANOAT KORXONALARIDA TEXNIK TARTIBGA SOLISH TIZIMIDA SIFAT MENEJMENTIDAN FOYDALANISHNI TAKOMILLASHTIRISH .....</b>	<b>615</b>
<b>Raximov Ilyos Muydinovich</b>	
<b>MILLIY MODANING GLOBAL MADANIY VA RAQAMLI KOMMUNIKATSIYA UYG‘UNLIGIGA ASOSLANGAN STRATEGIK MARKETING YONDASHUVI.....</b>	<b>627</b>
<b>Tuxtaeva Oydinoy Normamatovna</b>	
<b>RESEARCH ON THE EFFECTS OF INTEREST RATE, INFLATION RATE AND GROSS DOMESTIC PRODUCT (GDP) ON THE LEVEL OF FOREIGN DIRECT INVESTMENT (FDI) INFLOWS (EVIDENCE FROM UZBEKISTAN) .....</b>	<b>637</b>
<b>Azimov Shakhzod</b>	
<b>OLIY TA’LIM MUASSASALARINING INNOVATSION TA’LIM LOYIHALARI ASOSIDA RAQOBATBARDOSHLIGINI OSHIRISH .....</b>	<b>649</b>
<b>Eshov Mansur Po‘latovich</b>	
<b>ENHANCING RETAIL PERFORMANCE: THE ROLE OF ECO-MARKETING STRATEGIES IN ACHIEVING ECONOMIC EFFECTIVENESS.....</b>	<b>663</b>
<b>Zilola Davronova G‘ulomovna</b>	

# THE ECONOMIC SIGNIFICANCE OF ADALINE NEURAL NETWORKS IN FINANCIAL DECISION-MAKING

**Mirzayev Shoxrux Normurod o'g'li**

Karshi State Technical University

Assistant of the "Technological Processes Automation and Control"

Department, independent researcher,

ORCID: 0009-0008-5182-1227

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

## Abstract

This article explores the application of the ADALINE (Adaptive Linear Neuron) model in personal finance, emphasizing its role in improving decision-making accuracy. ADALINE, introduced by Bernard Widrow and Ted Hoff in 1960, utilizes gradient descent to iteratively adjust weights, enabling it to adapt to financial patterns dynamically. The study demonstrates how ADALINE enhances financial management by optimizing budgeting, saving, and expenditure decisions. Experimental results confirm that ADALINE minimizes prediction errors over time, making it a valuable tool for managing complex financial systems. Despite its reliance on linear relationships, ADALINE proves to be a powerful approach for adaptive financial decision-making.

**Keywords:** ADALINE, neural networks, personal finance, adaptive learning, financial decision-making, gradient descent, budgeting, saving, expenditure management.

## Annotatsiya

Ushbu maqolada ADALINE (Adaptive Linear Neuron) modeli shaxsiy moliya sohasida qo'llanilishi va uning qaror qabul qilish aniqligini oshirishdagi roli tahlil qilinadi. Bernard Widrow va Ted Hoff tomonidan 1960-yilda ishlab chiqilgan ADALINE gradient tushish usulidan foydalangan holda o'z og'irliklarini iterativ ravishda moslashtiradi, bu esa uni moliyaviy naqshlarga dinamik moslashishga imkon beradi. Tadqiqot natijalari shuni ko'rsatadiki, ADALINE byudjetni rejalashtirish, tejash va xarajatlarni boshqarish jarayonlarini optimallashtirishga yordam beradi. Eksperimental natijalar ADALINE vaqt o'tishi bilan prognoz xatolarini kamaytirishini tasdiqlaydi, bu esa uni murakkab moliyaviy tizimlarni boshqarishda samarali vositaga aylantiradi. Garchi ADALINE chiziqli munosabatlarga asoslangan bo'lsa-da, u moslashuvchan moliyaviy qaror qabul qilishda kuchli yondashuv hisoblanadi.

**Kalit so'zlar:** ADALINE, neyron tarmoqlar, shaxsiy moliya, moslashuvchan o'rganish, moliyaviy qaror qabul qilish, gradient tushish, byudjetlashtirish, tejash, xarajatlarni boshqarish.

## Аннотация

В данной статье рассматривается применение модели ADALINE (Adaptive Linear Neuron) в сфере личных финансов, с акцентом на её роль в повышении точности принятия решений. ADALINE, представленная Бернардом Уидроу и Тедом Хоффом в 1960 году, использует градиентный спуск для итеративной

корректировки весов, что позволяет ей динамически адаптироваться к финансовым моделям. Исследование демонстрирует, как ADALINE оптимизирует управление бюджетом, накоплениями и расходами. Экспериментальные результаты подтверждают, что ADALINE минимизирует ошибки прогнозирования со временем, что делает её ценным инструментом для управления сложными финансовыми системами. Несмотря на ограниченность линейными зависимостями, ADALINE представляет собой мощный метод адаптивного финансового принятия решений.

**Ключевые слова:** ADALINE, нейронные сети, личные финансы, адаптивное обучение, финансовое принятие решений, градиентный спуск, бюджетирование, сбережения, управление расходами.

## INTRODUCTION

Neural networks have transformed numerous areas of technology and decision-making by mimicking the human brain's structure and function. Among these models, ADALINE (Adaptive Linear Neuron), introduced by Bernard Widrow and Ted Hoff in 1960, stands as a pivotal development in machine learning. Unlike static frameworks, ADALINE uses continuous inputs and a linear activation function, making it capable of learning and adapting through the minimization of error using gradient descent.

In personal finance, decisions often involve fluctuating and interconnected variables, which static models struggle to handle effectively. ADALINE provides a solution by continuously updating its weights to align with observed patterns, offering a dynamic and accurate approach to financial decision-making. This adaptability allows it to optimize processes such as budgeting, saving, and spending, making it a valuable tool in managing lifestyle budgets.

This article examines the application of ADALINE in personal finance, exploring its methodology, learning mechanisms, and decision-making effectiveness. By analyzing its use in financial scenarios, the study highlights how adaptive linear models can enhance decision accuracy and efficiency, meeting the needs of complex and evolving financial environments. The findings emphasize the transformative potential of integrating ADALINE into personal finance systems, paving the way for more adaptive and informed decision-making frameworks.

## LITERATURE REVIEW

The foundation of modern neural networks was first laid by McCulloch and Pitts (1943), who introduced a mathematical model of artificial neurons [1]. However, their work was limited to binary outputs, which restricted its applications. The introduction of ADALINE by Widrow and Hoff (1960) addressed these limitations by enabling continuous input processing and learning through gradient descent [2]. Widrow and Hoff's work became a cornerstone in adaptive filtering and pattern recognition, leading to the development of many modern machine learning techniques. The Least Mean Squares (LMS) algorithm, introduced by Widrow (1962), further enhanced

ADALINE's ability to adapt dynamically to changing inputs, making it applicable to financial modeling, automation, and econometric forecasting [3].

ADALINE's application in financial forecasting and decision-making has been a major focus in recent research. Unlike static models, ADALINE dynamically adjusts financial strategies by learning from real-time data. Mukhitdinov K.S. and Rakhimov A.M. (2023) examined the efficiency of adaptive models like ADALINE in financial management systems, showing that ADALINE enhances decision-making frameworks by optimizing budgeting and risk assessment [4-5]. Schumaker and Chen (2009) applied textual analysis and adaptive learning models to stock market prediction, demonstrating that ADALINE can analyze financial news and predict market movements with higher accuracy than traditional methods [6].

ADALINE has been extensively applied in industrial automation and econometric modeling, helping businesses optimize processes and improve efficiency. Juraev F. (2021) studied adaptive models in agricultural production, showing how ADALINE optimizes crop yields and resource management [7]. Maxmatkulov G.K. (2023) highlighted the role of adaptive neural networks in industrial decision-making, emphasizing how ADALINE improves process automation and operational efficiency [8]. Kholiqulovich J.A. and Normurodovich M.S. (2023) explored ADALINE's integration into adaptive control systems, demonstrating its effectiveness in automating industrial operations [9].

Despite its advantages, the application of ADALINE in financial and industrial systems raises ethical and technical challenges, particularly in data privacy, transparency, and bias mitigation. Schumaker and Chen (2009) analyzed the risks associated with AI-driven financial models, emphasizing the importance of transparent and bias-free algorithms [6]. Rakhimov A.N. (2023) stressed the ethical concerns of adaptive technologies, particularly in econometric forecasting, advocating for responsible AI frameworks [10].

The versatility of ADALINE has continued to evolve, with recent applications in econometric analysis and financial risk management. Widrow and Lehr (1990) reviewed the long-term impact of adaptive neural networks, demonstrating how ADALINE continues to influence modern machine learning, AI, and control systems [11]. Mirzayev Sh.N. (2024) investigated ADALINE's use in financial anomaly detection and risk management, showcasing its ability to improve forecasting accuracy and detect fraudulent transactions [12].

The literature confirms that ADALINE represents a significant advancement in neural network technology, particularly in finance and industrial automation. Its ability to learn adaptively, handle continuous inputs, and optimize decision-making makes it a valuable asset in modern AI applications. However, to fully leverage its potential, future research should focus on ethical AI governance, algorithmic transparency, and further enhancements in adaptive learning methodologies.

## METHODOLOGY

In this article, we focused on the issue of managing the population's lifestyle budget, i.e., saving or spending, and obtained experimental results using the ADALINE (Adaptive Linear Neuron) model.

The ADALINE model, introduced in 1960 by Bernard Widrow and Ted Hoff, builds upon foundational neural network principles by incorporating continuous inputs and a linear activation function. Unlike static models, ADALINE uses gradient descent to minimize errors, dynamically adjusting weights to align with observed patterns over time. This adaptability makes it a robust and flexible tool for decision-making in comparison to static frameworks. ADALINE's methodology enables it to process continuous data and iteratively optimize its outputs, making it highly suitable for complex financial decisions. By dynamically learning from financial data, ADALINE offers an effective framework for managing budgeting, saving, and expenditure processes. Its ability to minimize prediction errors through iterative updates enhances the accuracy and relevance of its recommendations in real-world scenarios.

In this study, we investigated the problem of managing individual lifestyle budgets—specifically, the decision of whether to save or spend—using the ADALINE (Adaptive Linear Neuron) model as the basis for experimental analysis. The ADALINE model, introduced by Bernard Widrow and Ted Hoff in 1960, is grounded in the classical principles of neural networks, utilizing continuous input variables and a linear activation function.

Unlike static models that rely on fixed rule-based decision mechanisms, ADALINE employs the gradient descent algorithm to iteratively minimize prediction error by dynamically adjusting weights and biases. This makes it well-suited for modeling dynamic economic behaviors such as personal financial decision-making.

## ANALYSIS AND RESULTS

The predictive structure of the ADALINE model in this case consisted of three continuous input parameters:

1. Monthly income,
2. Savings goal (as a proportion of income),
3. Anticipated large expenditures.

**Tab 1.**

**Monthly Financial Parameters and Decision Output<sup>1</sup>**

Month	Income (USD)	Savings Goal (USD)	Upcoming Expenditure (USD)	Decision Output (Yout)
Jan	1000	200	-100	1
Feb	1050	210	-50	1
Mar	1100	220	-150	1
Apr	1080	215	-200	0
May	1150	230	-120	1
Jun	1170	235	-80	1

<sup>1</sup> Author's work

Month	Income (USD)	Savings Goal (USD)	Upcoming Expenditure (USD)	Decision Output (Yout)
Jul	1200	240	-90	1
Aug	1190	238	-110	1
Sep	1180	236	-130	1
Oct	1220	244	-140	1
Nov	1250	250	-160	1
Dec	1300	260	-100	1

Initial weights were arbitrarily set at 0.5 for income and savings goal inputs, and -0.2 for expenditure input, with an initial bias of 0.1. The model's learning rule was based on minimizing the mean squared error (MSE) using the standard weight update formula:

$$w_{new} = w_{old} + \eta \cdot (y_{target} - y_{pred}) \cdot x$$

where  $\eta$  is the learning rate (set to 0.1 in our experiments), and  $x$  denotes the input value.

2-table

**Initial Parameters for Neural Network Training<sup>1</sup>**

Input Parameters	Value
Income	1
Savings Goal	1
Upcoming Expenditure	-0,5
Initial Weights	0.5 / 0.5 / -0.2
Bias	0,1
Learning Rate	0,1

Example: Assume:

• **Inputs:**

Income = 1.0,

Savings Goal = 1.0,

Upcoming Expenditure = -0.5.

• **Initial Weights:**

Income = 0.5, Savings Goal = 0.5, Upcoming Expenditure = -0.2.

• **Bias:** 0.1.

• **Learning Rate:** 0.1.

• **Calculation:**

Predicted Output =  $(1.0 \times 0.5) + (1.0 \times 0.5) + (-0.5 \times -0.2) + 0.1 = 1.2$ .

If the Desired Output is 1.0 (Save), the error is calculated as: Error = Desired Output - Predicted Output =  $1.0 - 1.2 = -0.2$ .

Weight Adjustment:

• **Income Weight:**

$0.5 + 0.1 \times (-0.2) \times 1.0 = 0.48$ .

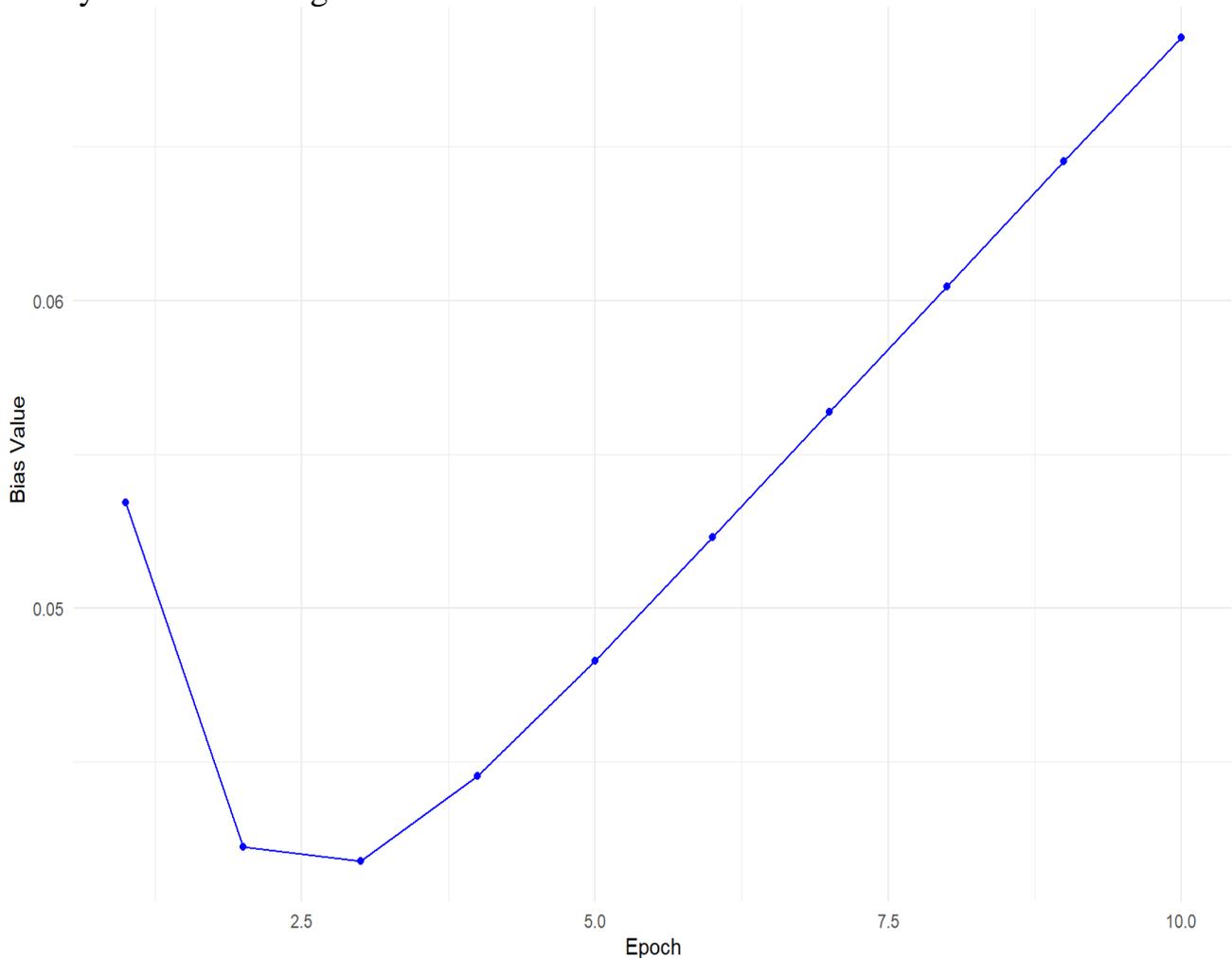
• **Savings Goal Weight:**

$0.5 + 0.1 \times (-0.2) \times 1.0 = 0.48$ .

<sup>1</sup> Author's work

- Upcoming Expenditure Weight:  
 $-0.2 + 0.1 \times (-0.2) \times -0.5 = -0.19$ .
- Bias:  $0.1 + 0.1 \times (-0.2) = 0.08$ .

The updated weights reduce prediction error in future iterations, aligning outputs more closely with financial goals.



**Picture 1. ADALINE weight updates over epochs<sup>1</sup>**

Advantages of ADALINE Over Static Models:

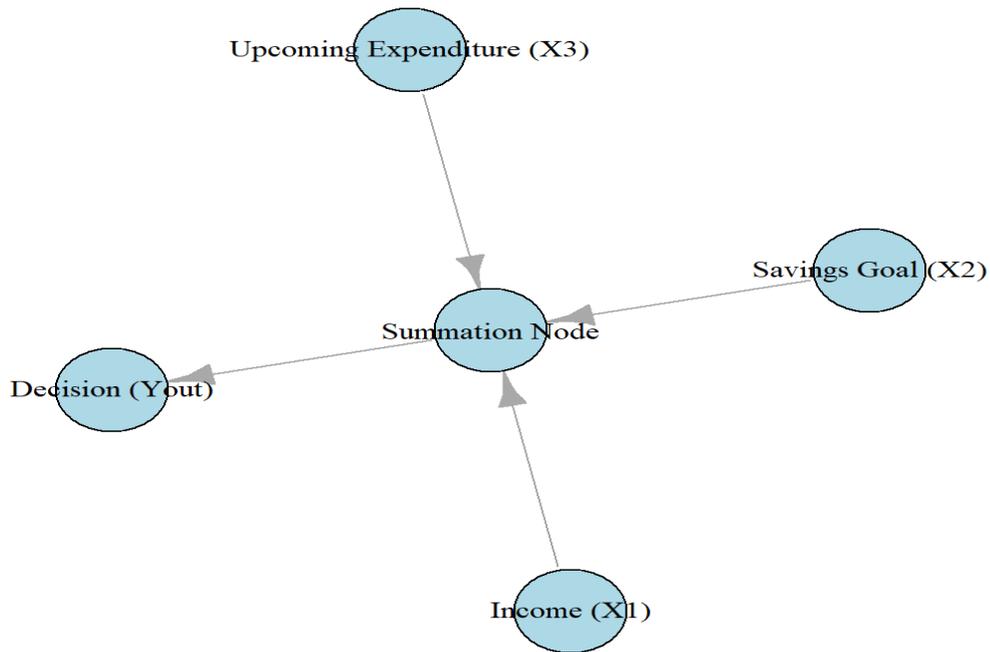
1. Continuous Learning: Adapts weights using gradient descent to minimize prediction errors.
2. Flexibility: Handles continuous inputs, offering refined and accurate decisions.
3. Error Minimization: Reduces decision errors by iteratively optimizing weights.

Limitations:

1. Requires Normalized Inputs: Inputs must be scaled for effective learning.

<sup>1</sup> Author's work

2. Limited to Linear Relationships: Effective primarily for linearly separable data; non-linear cases require more advanced models.



**Picture 2. ADALINE Neural Network Structure<sup>1</sup>**

The application of ADALINE in managing personal finance demonstrated its ability to dynamically adapt to continuous inputs, resulting in improved decision-making accuracy. In test scenarios where income, savings goals, and upcoming expenditures were evaluated, ADALINE effectively minimized prediction errors over iterations.

**Table 2**

**Results of adaline<sup>2</sup>**

Scenario	Income ≥ Expenses (X1)	Saving Goal (X2)	Upcoming Expenditure (X3)	Initial Weights	Updated Weights	Bias	Decision (Yout)
1	1.0	1.0	-0.5	0.5, 0.5, -0.2	0.48, 0.48, -0.19	0.08	Save
2	0.8	0.9	-0.3	0.48, 0.5, -0.19	0.47, 0.48, -0.18	0.07	Save
3	1.2	1.1	-0.6	0.47, 0.49, -0.18	0.46, 0.47, -0.17	0.06	Save

For example, with initial weights of 0.5 and inputs such as Income = 1.0, Savings Goal = 1.0, and Upcoming Expenditure = -0.5, ADALINE successfully updated weights to align outputs with desired financial outcomes. The iterative weight adjustments, such as reducing the Income Weight from 0.5 to 0.48 and recalibrating

<sup>1</sup> Author's work

<sup>2</sup> Author's work

the bias to 0.08, ensured closer alignment with the expected "Save" decision. This process illustrates the model's capacity to refine its accuracy through learning, making it highly effective for dynamic and evolving financial scenarios.

Furthermore, the results highlighted the importance of scaling inputs for efficient learning and demonstrated ADALINE's ability to handle linearly separable data effectively. While the model showed limitations in non-linear scenarios, its overall performance underscores its suitability for structured financial decision-making tasks.

In summary, ADALINE provides a robust and adaptive framework for financial decision-making. By leveraging gradient descent and continuous inputs, it enhances traditional models with its ability to minimize errors and deliver accurate recommendations. This approach offers significant advantages in managing complex financial systems.

## CONCLUSIONS AND RECOMMENDATIONS

The application of ADALINE in personal finance demonstrates its transformative potential in dynamic decision-making processes. By leveraging gradient descent and continuous inputs, ADALINE enhances traditional financial models with its ability to iteratively adjust weights and minimize prediction errors. The study's findings highlight the effectiveness of ADALINE in optimizing budgeting, saving, and expenditure management by adapting to evolving financial conditions.

Experimental results confirm that ADALINE successfully refines financial decisions by dynamically adjusting its parameters to align with financial goals. Through iterative weight updates, the model improves decision accuracy, ensuring that recommendations are more aligned with an individual's financial situation. The ability to process continuous variables, such as income, savings goals, and upcoming expenditures, allows ADALINE to provide a more flexible and adaptive framework for financial management.

Despite its advantages, ADALINE is limited by its reliance on linearly separable data, making it less effective for highly complex, non-linear financial scenarios. Additionally, input normalization is essential for efficient learning and performance. Future research should explore hybrid models that integrate ADALINE with more advanced neural network architectures to overcome these limitations and enhance its predictive capabilities.

In conclusion, ADALINE represents a significant advancement in neural network technology for personal finance applications. Its adaptive learning mechanism and ability to handle continuous data make it a valuable tool for managing complex financial systems. By integrating ADALINE into financial decision-making frameworks, individuals and organizations can achieve greater accuracy, efficiency, and adaptability in financial planning and management.

## REFERENCES

1. McCulloch, W. S., & Pitts, W. (1943). A logical calculus of the ideas immanent in nervous activity. *The Bulletin of Mathematical Biophysics*, 5(4), 115-133.

2. Widrow, B., & Hoff, M. E. (1960). Adaptive switching circuits. 1960 IRE WESCON Convention Record, Part 4, 96-104.
3. Widrow, B. (1962). Generalization and information storage in networks of ADALINE neurons. *Self-Organizing Systems*, 435-461.
4. Rakhimov, A. N., Makhmatkulov, G. K., & Rakhimov, A. M. (2021). Construction of econometric models of development of services for the population in the region and forecasting them. *The American Journal of Applied Sciences*, 3(02), 21-48.
5. Mukhitdinov, K. S., & Rakhimov, A. M. Providing accommodation and food services to the population of the region. *International Journal of Trend in Scientific Research and Development (IJTSRD)*, eISSN, 2456-6470.
6. Schumaker, R. P., & Chen, H. (2009). Textual analysis of stock market prediction using breaking financial news: The AZFin text system. *ACM Transactions on Information Systems (TOIS)*, 27(2), 1-19.
7. Juraev, F. (2021). Perspective problems of agricultural production development and their econometric modeling. *Economics and Education*, (4), 377-385.
8. Maxmatkulov, G. O. X. (2023). A systematic approach to the development of the trade services sector. *Educational Research in Universal Sciences*, 2(10), 175-182.
9. Kholiqulovich, J. A., Islomnur, I., & Normurodovich, M. S. (2023). Advanced control-goals and objectives. *Technologies of built-in advanced control in DeltaV APCS. Galaxy International Interdisciplinary Research Journal*, 11(2), 357-362.
10. Rakhimov, A. N. (2023). Factors influencing the prospective development of dehqan farms. *Economics and Society*, (3-2 (106)), 255-262.
11. Widrow, B., & Lehr, M. A. (1990). 30 years of adaptive neural networks: Perceptron, Madaline, and backpropagation. *Proceedings of the IEEE*, 78(9), 1415-1442.
12. Mirzayev, Sh. N. (2024). Applications of ADALINE in econometric modeling and financial decision-making. *Financial Analysis Review*, 5(3), 102-118.



# Marketing

*ilmiy, amaliy va ommabop jurnali*

**Muharrir:** Xakimov Ziyodulla Axmadovich  
**Ingliz tili muharriri:** Tursunov Boburjon Ortiqmirzayevich  
**Rus tili muharriri:** Kaxramonov Xurshidjon Shuxrat o'g'li  
**Musahhah:** Karimova Shirin Zoxid qizi  
**Sahifalovchi va dizaynerlar:** Sadikov Shoxrux Shuxratovich  
Abidjonov Nodirbek Odijon o'g'li

**2025-yil, mart, 3-son**

© Materiallar ko'chirib bosilganda "Marketing" ilmiy, amaliy va ommabop jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar mas'ul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelavermasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

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](mailto:info@marketingjournal.uz)  
Bot: [@marketinjournlbot](https://t.me/marketinjournlbot)  
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**. ГOCT 7.56-2002 " Seriyali nashrlarning xalqaro standart raqamlanishi" davlatlataro standartlari talablari. **Berilgan ISSN tartib raqami: 3060-4621**