

TOWARDS AN INTEGRATIVE MODEL OF THE COUNTRY IMAGE

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Abstract

This paper introduces an integrative framework for analyzing country image, building on the model proposed by Buhmann and Inghoff (2015) and incorporating insights from business studies, political science, and communication research. To connect these disciplinary perspectives, the study adopts a communication management approach, which establishes a coherent terminological structure for key concepts such as country image, country reputation, country brand, and country identity. Drawing on this foundation, the author formulates a four-dimensional (4D) model of country image by synthesizing established theories of national identity, attitude formation, and reputation management. The proposed model is designed for comparative research and can be applied across different audience groups (e.g., domestic versus international publics) as well as across multiple societal levels, ranging from individual perceptions to mass-mediated prestige and public discourse

Keywords: image, country image, national identity, reputation management, regional competitiveness, Uzbekistan.

Annotatsiya

Mazkur maqolada mamlakat imijini tahlil qilish uchun integrativ konseptual yondashuv taklif etiladi. Ushbu yondashuv Buhmann va Inghoff tomonidan 2015-yilda ishlab chiqilgan modelga asoslanadi hamda biznes tadqiqotlari, siyosatshunoslik va kommunikatsiya tadqiqotlari sohalaridagi ilmiy qarashlarni o'zida mujassam etadi. Fanlararo ushbu nuqtayi nazarlarni uyg'unlashtirish maqsadida tadqiqotda kommunikatsiyani boshqarish yondashuvi qo'llanilib, mamlakat imiji, mamlakat reputatsiyasi, mamlakat brendi va mamlakat identifikatsiyasi kabi asosiy tushunchalar uchun yagona va izchil terminologik tuzilma shakllantiriladi. Ushbu nazariy asosga tayangan holda muallif milliy identitet, munosabatlarning shakllanishi hamda reputatsiyani boshqarish bo'yicha mavjud nazariyalarni sintez qilish orqali mamlakat imijining to'rt o'lchovli (4D) modelini ishlab chiqadi. Taklif etilgan model qiyosiy tadqiqotlar uchun mo'ljallangan bo'lib, turli auditoriya guruhlarida (masalan, ichki va xalqaro jamoatchilik) hamda individual idroklardan tortib ommaviy axborot vositalarida shakllanadigan nufuz va jamoatchilik diskursigacha bo'lgan turli ijtimoiy darajalarda qo'llanishi mumkin.

Kalit so'zlar: imij, mamlakat imiji, milliy identitet, reputatsiyani boshqarish, mintaqaviy raqobatbardoshlik, O'zbekiston.

Аннотация

В статье предлагается интегративная концептуальная рамка анализа имиджа страны, основанная на модели, разработанной Buhmann и Inghoff в 2015 году, с учетом подходов бизнес-исследований, политологии и коммуникативных наук. Для объединения этих междисциплинарных перспектив в исследовании используется подход управления коммуникациями, позволяющий сформировать

целостную терминологическую структуру ключевых понятий, таких как имидж страны, репутация страны, бренд страны и национальная идентичность. На данной теоретической основе автор разрабатывает четырехмерную (4D) модель имиджа страны, синтезируя существующие теории национальной идентичности, формирования установок и управления репутацией. Предлагаемая модель ориентирована на сравнительные исследования и может применяться к различным аудиториям (например, внутренней и международной общественности), а также на разных уровнях общественного восприятия — от индивидуальных оценок до медиатизированного престижа и публичного дискурса.

Ключевые слова: имидж, имидж страны, национальная идентичность, управление репутацией, региональная конкурентоспособность, Узбекистан.

INTRODUCTION

In an era of globalization and pervasive media, the way a country is perceived has become increasingly consequential. As international organizations, ranking systems, and global media have gained influence, countries are now compared more publicly and more frequently, which has intensified competition around “soft” assets such as image and reputation. Nations are routinely assessed on factors like economic performance, political stability, the perceived effectiveness and ethical quality of their domestic and foreign policies, and the appeal of their culture.

Research suggests that a country image understood as the set of beliefs and impressions people hold about a nation has wide-ranging real-world effects. It can shape foreign direct investment decisions, strengthen or weaken tourism industries, and affect how attractive a country appears to workers and international students. Country image also matters in diplomacy: it influences the stability of international relationships and a state’s ability to project political influence abroad. In addition, perceptions of a country play a major role in export success, because they color how consumers judge the quality of goods and services. These quality judgments, in turn, affect how much people are willing to pay for products associated with that country. As country images become more influential, there is a growing need both in research and in practice to examine them systematically and to compare how they are formed and what effects they produce. Political leaders are paying closer attention to how their nations are viewed abroad, and many governments now invest in communication and reputation management at the national level. Switzerland is a clear example: following a federal act aimed at promoting the country’s image internationally, it created a dedicated unit within its foreign affairs ministry to protect national interests through public relations tools, supported by a substantial annual budget.

Academically, the topic has attracted interest across multiple disciplines, including business and marketing, social psychology, political science, and communication studies. Yet despite this broad attention, robust conceptual frameworks and reliable measurement tools for analyzing and comparing country images across different audiences and contexts remain surprisingly limited. Many existing models are weakly grounded in theory, difficult to apply across countries, and not well suited for

comparing perceptions across different groups. They also often overlook important dimensions or fail to clarify how the concept is structured internally.

Another persistent problem is fragmentation. Research on country image is still frequently split along disciplinary lines, and calls for more integrative work remain highly relevant. The challenge is that different fields use overlapping terms such as country image, reputation, brand, and identity in inconsistent ways. Because these core concepts are defined differently depending on the discipline, combining insights into a single coherent framework is still difficult. These difficulties point to a broader question: how can insights from different research traditions be organized and combined to build a coherent, integrative model for studying country images?

To address this, the analysis proceeds in three stages. First, it offers a synoptic review of key developments across the major fields that examine country images. This overview highlights the main research streams, clarifies the level at which each field typically operates, and shows how each discipline defines and approaches the concept.

Second, the study adopts a communication-management lens to bring related concepts country image, country reputation, country brand, and country identity into a single organizing framework. The purpose is to make these terms more comparable and to show how they connect across disciplines. Third, drawing on national identity theory, attitude theory, and reputation management, the study develops an integrated model of country image that combines the most useful elements of each perspective into one explanatory structure.

LITERATURE REVIEW

Early research on how people perceive countries dates back to the 1930s and 1940s. Since then, scholars have increasingly recognized that country images are shaped by and in turn shape both social dynamics and psychological processes. Because these perceptions can have economic, cultural, and political consequences, the topic has attracted attention from many different fields. The result, however, is a very diverse body of work: researchers use a wide range of definitions for key terms and often disagree on which dimensions of “country image” matter most. One practical way to bring order to this literature is to group it into four main perspectives: business and marketing studies, social psychology, political science, and communication studies. From a business and marketing perspective, research on country perceptions is largely driven by questions about consumer behavior. Two closely related strands dominate this work: nation branding and the “country-of-origin” (COO) effect how a country’s associations shape the way people evaluate and purchase products. Country-of-origin research has a long history, beginning with early studies that examined how the perceived “origin” of a product affects judgments of quality and desirability. Over time, most of this literature has treated country image as an attitude-like construct and has proposed many different dimensions to describe it. Commonly studied components include perceptions of a country’s economic strength, evaluations of its political

system, and assessments of the population’s skills and work competence. Technological sophistication is also frequently highlighted as an important factor.

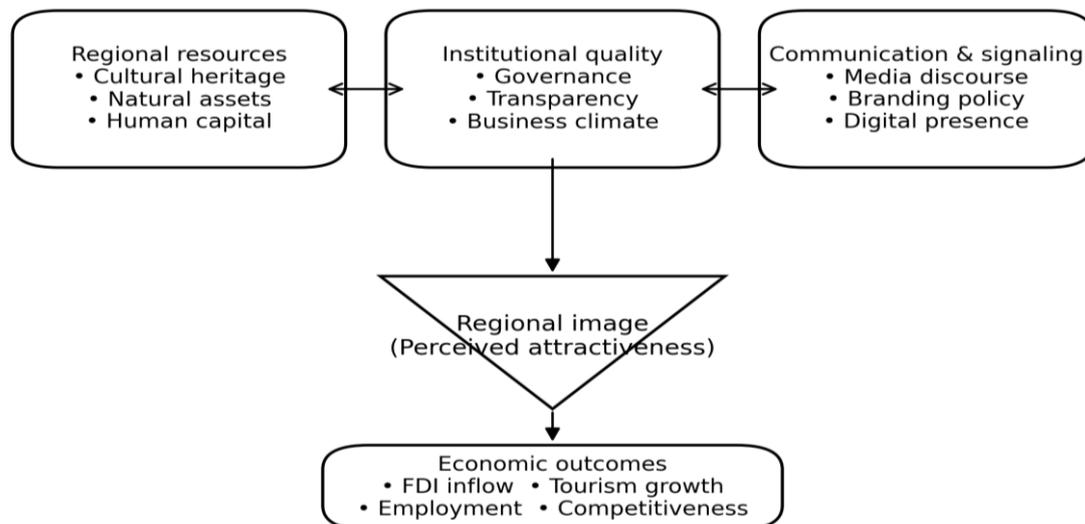


Figure 1. Conceptual model: Mechanism for forming an attractive regional image¹

METHODOLOGY

The figure presents a conceptual model illustrating how an attractive regional image is formed. Regional resources, including cultural heritage, natural assets, and human capital, interact with institutional quality, such as governance, transparency, and business climate, as well as communication and signaling mechanisms, including media discourse, branding policies, and digital presence. These elements collectively shape the perceived attractiveness of a region, which in turn influences economic outcomes such as foreign direct investment inflows, tourism growth, employment, and competitiveness. The model emphasizes the interdependent and dynamic relationship between resources, institutions, and communication in building a strong regional image. Despite the large volume of studies, critics note that the field still struggles with two core issues. First, the theoretical grounding and empirical validation of country image dimensions remain uneven. Many models focus heavily on cognitive beliefs (what people think is true about a country) while giving less consistent attention to affective elements (how people feel about it). Second, researchers often do not make clear how these cognitive and affective components relate to one another how one shapes the other, and how they jointly influence outcomes.

There is also a practical limitation in this line of research. Because COO studies often merge product perceptions with country perceptions, their findings can be difficult to generalize to “country image” as a broader concept beyond product evaluation. In addition, the consumer-centered focus leaves important audiences underexplored, such as foreign investors, policymakers, international publics, students, and skilled professionals. This limitation shows up in measurement as well. Many

¹ Author’s work

country image scales are developed inductively using a specific group of consumers at a particular moment in time. As a result, the dimensions reflect what matters most to that group, which can restrict how well these models travel across different audiences, countries, and contexts and makes it harder to use them for comparative analyses of country images across stakeholder groups.

ANALYSIS AND RESULTS

Nation branding draws heavily on broader theories and tools from brand research especially how brands are formed, measured, and managed. Within this field, a nation brand is typically understood as a distinctive, multi-dimensional mix of attributes that makes a country recognizable and meaningful to its various audiences, grounded in culture and identity. Researchers use the concept in two main ways. On the one hand, it refers to branding strategy what a country intentionally communicates and promotes. On the other hand, it refers to outcomes how people actually perceive and associate the country in their minds. When scholars study outcomes, they often operationalize the nation brand through general associations people hold about the country.

So far, however, the nation branding literature has been shaped strongly by practitioners and policy advisors. It also tends to focus disproportionately on tourism as the primary target audience and is more likely to rely on qualitative approaches. In comparison, theoretically grounded models and rigorous quantitative studies are still relatively limited. One of the biggest unresolved issues is evaluation: the field lacks widely accepted concepts and measurement tools for assessing whether nation branding strategies are working. In particular, there is a need for reliable instruments that can track how a nation brand develops and changes over time, rather than relying on one-off snapshots or impressionistic assessments.

In studies of intergroup relations, country images are often examined through a political lens focusing on how people interpret a country's actions, intentions, and capabilities. In this tradition, perceptions of the relationship between countries frequently become part of the image itself. For example, scholars discuss "enemy country images" and "ally country images," where the perceived nature of the relationship strongly shapes how the other country is viewed.

A recurring theme in this research is that country images are built around judgments of strength and weakness, and around whether a country is seen as threatening or hostile. More recent approaches, such as the Stereotype Content Model (SCM) and the BIAS framework, argue that intergroup perceptions commonly revolve around two broad dimensions: warmth (how friendly or well-intentioned a group is perceived to be) and competence (how capable and effective it is seen to be). At the same time, this literature much like parts of marketing research has been criticized for paying too little attention to the emotional and affective forces that influence how people respond to other groups. It also tends to focus heavily on extreme cases, such as prejudice and intergroup conflict. As a result, many studies describe country images in a simplified way, treating them as basic stereotypes (especially in "enemy image" research and even in some SCM/BIAS applications) rather than as richer, more nuanced attitudes that can vary across contexts and experiences.

Within communication management especially the strand that traditionally centers on corporate communication country image has received relatively little sustained attention. Still, some studies suggest that public relations efforts can improve how countries are portrayed in U.S. news coverage and can also shape public opinion. Other scholars have explored both the opportunities and the difficulties involved in using strategic communication to build country images, nation brands, and broader national reputations. Only a small number of contributions, however, go deeply into how the concept of “country image” should be defined and modeled. More recently, researchers such as Passow and colleagues and Yang and colleagues have adapted corporate reputation frameworks to study country reputation. Compared with country-of-origin approaches which tend to emphasize functional evaluations these reputation-based models also highlight social dimensions, including perceptions of a country’s social and environmental responsibility.

Even with these advances, the field still has room to grow. In particular, newer communication management research offers more generalizable models that go beyond the corporate setting and include functional, normative, and affective dimensions.

The concepts of country image, country reputation, country brand, and country identity are widely used across business and marketing, social psychology, political science, and communication studies and they are especially important in communication management research.

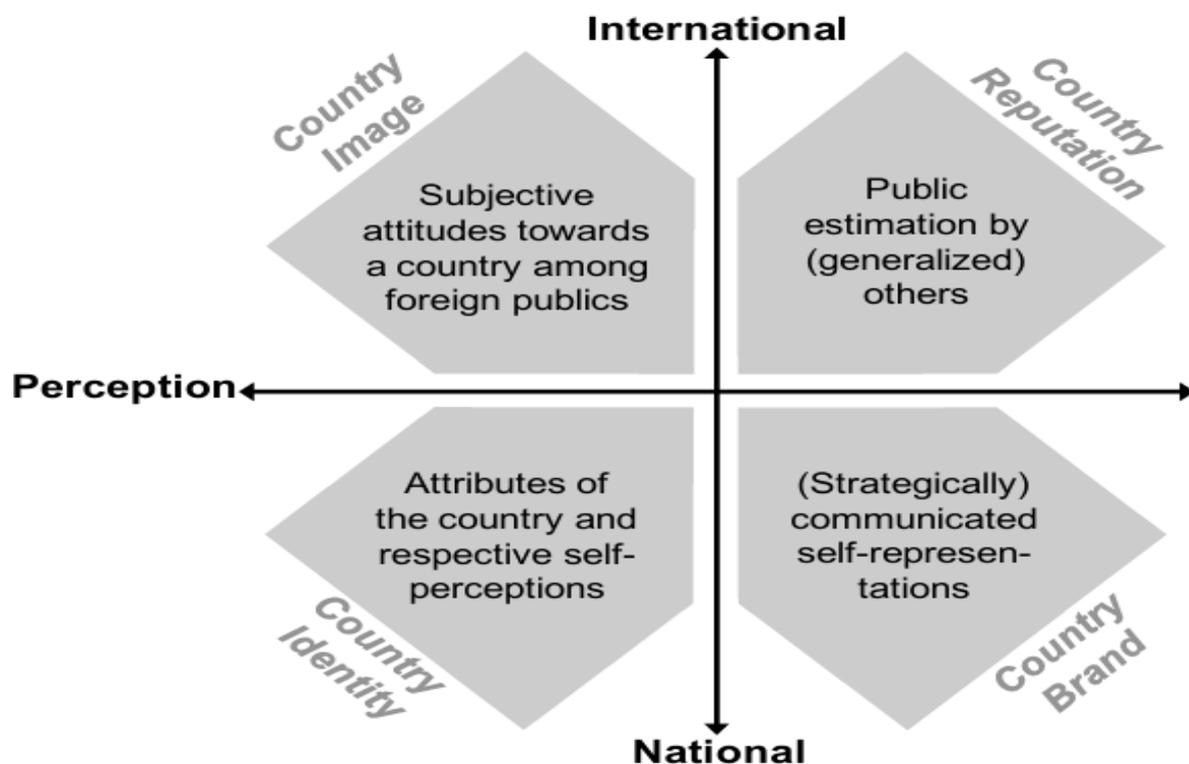


Figure-2. A coordinative framework of country image, reputation, brand and identity¹

¹ Author’s work

At the same time, these terms are often used inconsistently. Different fields draw the boundaries between them in different ways, model their relationships differently, and sometimes even treat certain pairs as essentially the same (for instance, image vs. reputation, or brand vs. image).

If we want to bring insights from these disciplines together, we first need a simple organizing framework one that clarifies where these concepts overlap, where they differ, and how they connect. From a communication-management viewpoint, one helpful way to do this is to position the four concepts along two main axes:

1. Perspective: whether the concept is located *inside* the nation-state (how the country understands and defines itself) or *outside* it (how foreign publics perceive and evaluate it).

2. Constitutive process: whether the concept is formed mainly through *individual perception* or through *public communication* (media discourse, official messaging, and public narratives).

Importantly, the goal of this framework is not to impose rigid, universal definitions. Instead, it serves as a practical tool for aligning terminology across fields so that research can be compared and integrated more easily. This approach reflects a common “meso-level” assumption in communication management: the world can be viewed as a relationship between an organization (here, the nation-state) and its environment, which consists of different external publics or stakeholder groups. Using this distinction, we can locate each concept based on whether it primarily belongs to the internal sphere of the state or the external sphere of international audiences. Then, by adding the second axis perception vs. communication we can further specify how each construct is produced. Together, these two axes make it possible to map out the differences and linkages among country image, reputation, brand, and identity within a single coherent framework (as illustrated in the referenced figure).

A useful starting point is the broad, widely used definition of “image” as *the overall set of beliefs, attitudes, and impressions that a person or a group holds about an object* in this case, a country. But this general definition needs a bit more precision. First, it helps to separate individual images from collective ones. An individual country image is a personal judgment formed by a specific person, shaped by their experiences, knowledge, and emotions. By contrast, when we talk about the image of a country “in a society” or “among a public,” we are really referring to an aggregated image the combined pattern that emerges when many individual perceptions are summed up or averaged within a group. Second, we also need to clarify whose perspective we are talking about. A country can be viewed from the outside by foreign audiences, but it can also be perceived from within by its own citizens. Because these two viewpoints can differ substantially, it is important to keep them conceptually distinct. In that sense, country image is best used for external perceptions (how foreign publics see the country), while country identity refers more to self-perception (how the domestic population understands and defines the country).

Country image and country identity can be distinguished by whose viewpoint they represent. Country image refers to how a nation is perceived by foreign publics the out-

group. Country identity, in contrast, refers to how the country is understood and described by its own citizens the in-group. In this sense, country identity is a form of collective identity that is built up from individual self-understandings shared across the domestic population. At the same time, it is important not to treat the “domestic public” as a single, uniform group. Within any country, self-perceptions can vary significantly depending on factors such as region, ethnicity, language, migration status, or social class. Depending on the research goal, it may therefore be useful to break down country identity further for example, by comparing migrants with non-migrants, different regional populations, or minority and majority communities. Finally, although image and identity are analytically distinct, they are closely connected in practice. Domestic identity and external image influence each other continuously: citizens often shape their self-understanding in response to how outsiders portray the country, while foreign perceptions can also shift as domestic narratives and public self-presentations evolve. In other words, both image and identity are formed through ongoing negotiation between internal and external views.

Publicly circulated images do more than shape individual impressions they can build up over time into a country’s global reputation. In this sense, country reputation can be understood as an *emergent* outcome of many public evaluations. In communication management, reputation is often defined as the overall assessment of an organization by its stakeholders. Applied to countries, this means reputation is not simply one person’s view (an image), but the broader level of public esteem a country holds in the eyes of international audiences. The idea of “aggregated images” helps clarify the distinction, but reputation still goes beyond a simple average of individual opinions. Because reputation is rooted in social judgments, it is produced through public discussion, shared evaluations, and widely circulated narratives especially in media-rich societies. In other words, a country’s reputation emerges from complex communication processes that transform scattered personal impressions into more stable and socially recognized evaluations. Country reputation therefore develops primarily in the international environment, as outsiders’ assessments are expressed, repeated, and amplified most often through mass media and other public communication channels. Once these evaluations become “prestige information,” they can exert real pressure on states: governments may feel compelled to align with dominant international expectations to avoid reputational costs, diplomatic penalties, or even isolation.

A common definition describes a brand as a name, symbol, design, or similar set of elements that identifies a seller’s goods or services and distinguishes them from competitors. At its core, then, a brand is an intentional strategic representation something designed and communicated on purpose.

In academic discussions, researchers often separate two sides of branding: the brand a country or organization *projects* and the brand as it is *understood* by target audiences. But if we use the distinctions introduced earlier, that second side how audiences interpret the brand fits more naturally under the concept of image (or, more specifically here, *brand image*). In other words, the “brand in people’s minds” is

essentially an image outcome rather than the brand itself. Following this logic, a country brand can be seen as the set of messages and signals a nation-state deliberately communicates about itself. It is closely tied to country identity, because identity provides the internal foundation for a coherent and consistent self-presentation. Without a stable sense of who the country believes it is (identity), branding efforts can easily become fragmented, contradictory, or lack credibility.

To further differentiate between these two general components we draw on a recent model of corporate reputation (Ingenhoff, Sommer 2007). According to this model, each social object is judged according to ones beliefs about its functional qualities (abilities, competences and success), its normative qualities (integrity) as well as its emotional qualities (emotional appeal and fascination). Ingenhoff and Sommer (2010) also specify the internal structure of the construct by showing that the functional and the normative dimension can be seen as antecedents of emotional appeal. This is in line with the concept of the Standard Learning Hierarchy from the Theory of Reasoned Action, which assumes a somewhat rational process in which what we know about an object affects how we feel towards this object. Although this hierarchy of effects can vary according to context (Ajzen 2001), the standard learning hierarchy can be seen as the normal case of the constitution of attitudes (Pelsmacker et al. 2013) and can serve as the basic assumption for the analysis of country images (Bloemer et al. 2009). Furthermore, to coherently apply this three-dimensional model which has been developed in the context of companies to the image object of the country as conceptualized on the basis of Smith's theory we need to integrate an additional dimension: While functional judgments can refer to country attributes of the national economy and political organization, and normative judgments can be aligned with Smith's country attribute of norms and values, the attributes of public culture, traditions and landscapes resist coherent affiliation with any of the three dimensions. These attributes relate to aesthetic judgments, which, in the model by Eisenegger and Imhof (2008), appear to be associated with the emotional dimension. But when following Ingenhoff and Sommer (2010) in including a general emotional dimension as a dependent outcome of beliefs about a country, aesthetic evaluations should be conceptualized like functional and normative ones as a separate dimension influencing feelings of emotional appeal for a country. Otherwise aesthetic evaluations (e.g. about the natural beauty of a country's landscapes) would be miss-conceptualized as outcomes of functional and normative judgments. Thus, to make this model entirely suited for analyzing country images, we further differentiate it by adding a fourth dimension that captures beliefs regarding the aesthetic qualities of a country, that is its beauty and attractiveness as a cultural and scenic place. Accordingly, the country image is conceptualized as consisting of four different, but closely interrelated, dimensions: a functional, a normative, an aesthetic and a emotional dimension. According to the two-component model of attitudes (Ajzen, Fishbein 1980; Fishbein, Ajzen 1975), the functional, normative and aesthetic dimensions constitute the cognitive component, while the emotional dimension constitutes the affective component of the country image.

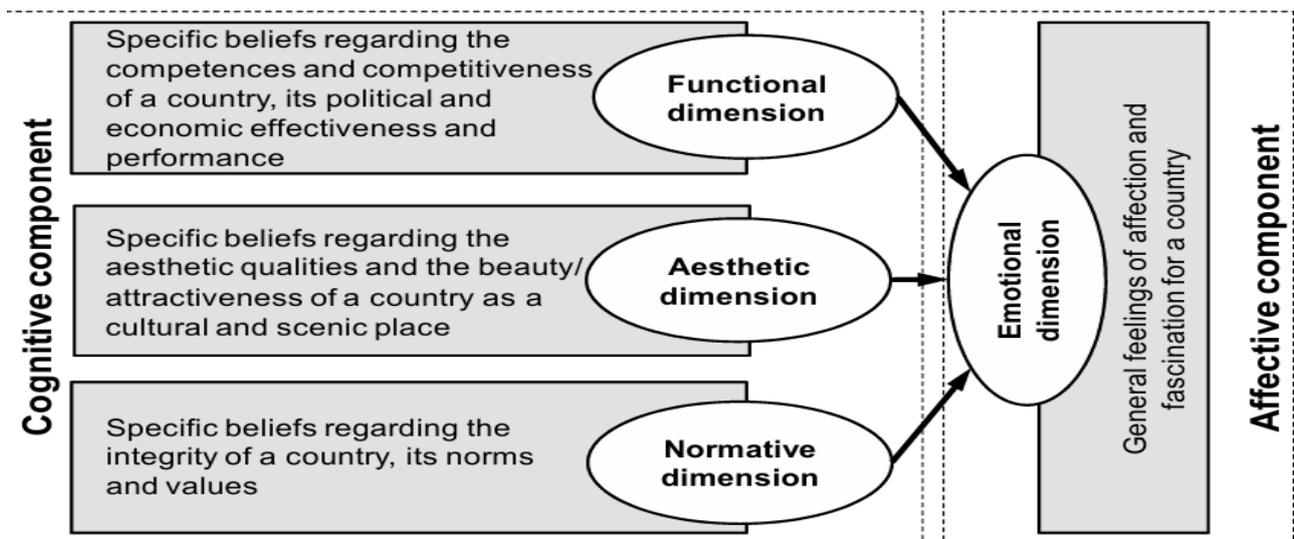


Figure-3. The 4D model of the country image¹

In summary, with respect to the three concepts of national identity, image as attitude, and three-dimensional reputation, we define the country image as a subjective stakeholder attitude towards a nation and its state, comprising specific beliefs and general feelings in a functional, a normative, an aesthetic and emotional dimension. With this conceptual model, we can specify all cognitive image dimensions by referring to the country attributes as defined on the basis of Smith's (1991) theory. The functional country image dimension, which covers beliefs regarding the competences and competitiveness of a country, is specified with reference to the two country attributes of national economy and political organization. This dimension consists of specific judgments regarding the state of the economy and national businesses, the competitiveness of a country's products and services, its labor markets and educational system, the competences and effectiveness of the political system as well as the country's performance in research and technology. The normative country image dimension, which covers beliefs regarding the integrity of a country, is specified in relation to the country attribute of norms and values. According to a common differentiation, this dimension consists of specific judgments regarding both the social and the ecological responsibility of a country. The aesthetic country image dimension, which covers beliefs regarding the aesthetic qualities and the attractiveness of a country as a cultural and scenic place, is specified by drawing on the country attributes of public culture, traditions, and territory. It comprises specific judgments regarding the attractiveness of a country's culture and traditions as well as the beauty of its landscapes. Finally, the emotional country image dimension, which constitutes the affective component of the country image construct, consists of general feelings of emotional appeal and fascination for a country.

CONCLUSION AND SUGGESTIONS

This chapter provides a synoptical overview of advances in conceptualizing country images in business studies, social psychology, political science and

¹ Author's work

communication science, and shows how available knowledge from these fields can be consolidated in order to derive an integrative model of the country image. By applying the meso-perspective of communication management, a basic terminological framework is established that helps to interrelate the approaches from the different fields. Subsequently, a new four-dimensional model of the country image is derived by integrating concepts from national identity research, attitude theory and reputation management. The approach presented here is the first to develop a coordinative framework that systemizes central concepts in the study of country images from different field perspectives and develops an integrative and multidimensional model of the country image. By suggesting a common terminological framework, this work also provides a valuable basis for further integrative studies involving concepts of country image, country reputation, country brand, and country identity. In empirical applications, the developed 4D Model can be utilized to clarify how strongly different cognitive image dimensions (functional, normative, aesthetic) contribute to the formation of the affective component (emotional dimension). Better understanding these relations is highly relevant, for instance, in public diplomacy research where the model can help to analyze how the different functional dimensions contribute to a country's 'ability to attract'. Additionally, when placed in the context of public relations research, the model is suitable for analyzing the role of the country image in the formation of trust and legitimation as determinants of a country's potential freedom of action in the international system. Depending on study objective as well as operationalization, this general 4D Model can further be applied to comparative analyses of different country's images in different publics or stakeholder groups. As such, it can help to clarify differences in the constitution of specific country image dimensions among different groups like foreign investors, politicians, political publics, tourists, students or skilled workers. Similarly, the model can be operationalized to clarify specific discrepancies between country self-perceptions (country identity) on the one hand and the external perceptions (country image) of foreign publics on the other.

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