

A COMPREHENSIVE ANALYSIS OF THE EVOLUTION OF SCIENTIFIC VIEWS ON THE ROLE OF THE SERVICE SECTOR IN THE ECONOMY

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Abstract

The article examined the evolution of scientific views on the service sector's economic role. Historical, institutional, evolutionary and comparative approaches were applied. Classical, neoclassical and contemporary interpretations of value creation through services were systematised. The roles of knowledge, human capital, information technologies and consumer interaction were analysed. Servitization, service-dominant logic, the experience economy and digital platform concepts were compared. A theoretical matrix of approaches to service value creation was developed. Connections with structural change and business model transformation were synthesised. The findings provided a theoretical basis for service research and management development. Further research directions concerning artificial intelligence and platform ecosystems were identified.

Keywords: service sector, economic thought, value creation, human capital, servitization, service-dominant logic, experience economy, digital platforms.

Annotatsiya

Maqolada xizmatlar sektorining iqtisodiyotdagi o'rni haqidagi ilmiy qarashlar evolyutsiyasi o'rganildi. Tarixiy-iqtisodiy, institutsional, evolyutsion va qiyosiy tahlil yondashuvlari qo'llanildi. Klassik, neoklassik va zamonaviy nazariyalarda xizmatlarning iqtisodiy qiymat yaratish xususiyatlari tizimlashtirildi. Bilim, inson kapitali, axborot texnologiyalari va iste'molchi bilan hamkorlikning xizmatlar rivojlanishidagi o'rni tahlil qilindi. Servitizatsiya, xizmatga asoslangan mantiq, taassurotlar iqtisodiyoti va raqamli platformalar konsepsiyalari o'zaro qiyoslandi. Xizmatlarning qiymat yaratishiga doir qarashlarni birlashtiruvchi nazariy matritsa shakllantirildi. Xizmatlar sektorining tarkibiy o'zgarishlar va biznes modellari bilan bog'liqligi umumlashtirildi. Natijalar xizmatlar rivojlanishini tadqiq etish hamda boshqaruv yondashuvlarini takomillashtirish uchun nazariy asos sifatida taqdim etildi. Sun'iy intellekt va platforma ekotizimlariga oid keyingi ilmiy tadqiqot yo'nalishlari belgilandi.

Kalit so'zlar: xizmatlar sektori, iqtisodiy tafakkur, qiymat yaratish, inson kapitali, servitizatsiya, xizmatga asoslangan mantiq, taassurotlar iqtisodiyoti, raqamli platformalar.

Аннотация

В статье изучалась эволюция научных представлений о роли сектора услуг в экономике. Применялись историко-экономический, институциональный, эволюционный и сравнительный подходы. Систематизировались трактовки создания экономической ценности услугами в классических, неоклассических и

современных теориях. Анализировалась роль знаний, человеческого капитала, информационных технологий и взаимодействия с потребителями. Сопоставлялись концепции сервитизации, сервисно-доминантной логики, экономики впечатлений и цифровых платформ. Формировалась теоретическая матрица подходов к созданию ценности услугами. Обобщались связи развития услуг со структурными изменениями и преобразованием бизнес-моделей. Результаты представлялись как теоретическая основа изучения сектора услуг и совершенствования управленческих подходов. Определялись направления дальнейшего исследования искусственного интеллекта и платформенных экосистем с учётом изменения способов организации экономических отношений и удовлетворения потребительских потребностей.

Ключевые слова: сектор услуг, экономическая мысль, создание ценности, человеческий капитал, сервитизация, сервисно-доминантная логика, экономика впечатлений, цифровые платформы.

INTRODUCTION

The current stage of global economic development is characterized by significant structural changes, referred to in the scientific literature as the servitization of the economy. The transition from an industrial model to a post-industrial system has shifted emphasis from the production of material goods to the development of the service sector. As a result, the service sector is no longer viewed as merely an auxiliary part of the economy and has become a key driver of economic growth. Today, services are a significant source of innovation, generate a significant portion of added value, and play a vital role in the development of human capital. Services are no longer limited solely to trade, transportation, or consumer services, but increasingly take the form of intellectual, informational, financial, educational, analytical, and digital solutions.

Despite the service sector's dominant position in the GDP structure of developed countries, its economic nature remains a subject of academic debate and research. In economic theory, there is a contradiction between the traditional notion of services as a "vanishing benefit" [26] and their contemporary role in the development of the experience economy and digital platforms. Therefore, to more fully understand the nature and development of this category, it is necessary to analyze the evolution of economic thought.

The purpose of this article is to examine the evolution of scholarly understandings of the role of services in the economy throughout the history of economic thought. To achieve this goal, the paper addresses the following objectives:

- to study the formation of ideas about the service sector within the framework of various schools of economic thought;
- to determine the features of the interpretation of services in the pre-industrial, industrial and post-industrial periods;
- to identify key factors in the transformation of views on the role of services in the economy;
- to analyze modern concepts of the service economy, servitization, platform economy and experience economy;

- to determine the impact of digital technologies and technological changes on the development of the service sector;

- to systematize modern scientific approaches to the study of the service economy.

Understanding this continuity will allow us to systematize existing scientific approaches and identify the main trends in the development of the service sector in the context of the modern economy.

The theoretical significance of this study lies in its systematization and rethinking of approaches to studying the service sector against the backdrop of transforming economic relations and shifts in value creation mechanisms. The analysis allows us to integrate classical, neoclassical, and contemporary concepts of the service economy into a unified evolutionary model of service sector development.

The practical significance of the obtained results lies in the use of them for developing strategies for the service sector, digital platforms, and service-oriented business models, as well as for improving enterprise management mechanisms in the digital economy. The results can be applied in research, education, and analytical work when studying the transformation of the modern economic system.

The scientific novelty lies in a comprehensive rethinking of the evolution of views on the service sector, associated with a change in the logic of economic value creation—from material production to knowledge, digital services, and platform ecosystems. This allows for a new interpretation of the role of services in the modern economy.

LITERATURE REVIEW

The theoretical basis of the study is formed by the works of representatives of various scientific schools and trends in economic thought from the 18th to 21st centuries. The study analyzed key works by classics of economic theory (A. Smith, K. Marx, A. Marshall, L. Walras) [18]; [19]; [26]; [30], as well as researchers of structural change (A. Fisher, K. Clark, D. Bell) [5]; [6]; [12]; [16]. Modern works on the service economy, digital platforms and the knowledge economy (M. Castells, S. Sassen, R. Lasch, S. Vargo, N. Srnicek, S. Zuboff, E. Brynjolfsson and others) [9]; [10]; [14]; [17]; [23]; [27]; [29]; [31] were also considered. The selection of scientific sources was carried out according to several criteria: the significance of works for the development of economic theory of the service sector, the level of citation of studies, the influence of authors on the formation of modern scientific approaches, as well as the conceptual connection of the theories under consideration with the problems of the service economy. Particular attention was paid to studies devoted to issues of digitalization, platform economy, servitization and the experience economy. The study used scientific monographs, articles in peer-reviewed journals, materials from international scientific databases, as well as fundamental works on economic theory and service. The study's source material includes works by authors from the United States, Great Britain, Germany, France, and other countries, ensuring the interdisciplinary and comparative nature of the study. The theoretical basis of the study is built on the works of classic economic thinkers, as well as contemporary research in the service economy, digital platforms, and the knowledge economy, ensuring the comprehensiveness and scientific validity of the results obtained.

METHODOLOGY

The methodological basis of the study is based on historical-economic, institutional, evolutionary, and comparative analytical approaches, allowing us to trace the transformation of scholarly views on the service sector in the context of the development of economic thought. The use of an integrated approach is necessitated by the interdisciplinary nature of the problem under study, as the modern service sector is viewed not only as an economic sector but also as a form of organizing social production, knowledge, information, and digital interactions.

ANALYSIS AND RESULTS

The first elements of conceptualization of service-related activities can be traced to the works of Aristotle [1], who laid the foundation for classical economic concepts by distinguishing natural exchange (*oikonomia*) from activities aimed at wealth accumulation (*chrematistics*). Aristotle classified crafts, trade, and services as auxiliary activities that do not create value but merely distribute goods to meet the needs of the polis and household [11]. This contrast became the basis for subsequent theories on the role of "unproductive" labor in the economy.

References to services can be found in the works of mercantilists (16th-18th centuries), who viewed economic activity in terms of foreign trade and the accumulation of precious metals. As J. Schumpeter notes, mercantilists did not distinguish services as a distinct sector, but intuitively recognized their importance in ensuring foreign trade turnover [24]. They perceived transport and logistics as "servicing" tools for maintaining the balance of trade. British economist E. Roll emphasized that mercantilists viewed commercial services solely as an auxiliary mechanism for capital inflows, without attributing them to an independent source of wealth [22].

A similar attitude toward services is observed in the views of the physiocrats, whose ideas became the starting point for defining the concept of "productive labor." B. Seligman points out that the strict division of society into classes was aimed at finding the only objective source of surplus value, which, in their opinion, could only be land [25]. The physiocrats sought to find an objective, physical law of wealth creation, and since services, unlike agricultural products, do not create material goods, they were ignored, viewed as economically insignificant. A representative of the physiocratic school, F. Quesnay, in his work "Economic Table," defined artisans, merchants, and other representatives of the "liberal professions" as a "sterile class" (*classe stérile*), arguing that their activities do not create new products, but only transfer existing material goods [21].

The origins of the theoretical understanding of services are rooted in the works of classical political economy. The foundations for their identification as a distinct object of study were laid in A. Smith's "An Inquiry into the Nature and Causes of the Wealth of Nations," where he proposed a distinction between "productive" and "unproductive" labor. He classified services as the latter, arguing that their effect disappears immediately after rendering, not being embodied in a tangible material product capable of accumulation. A practical example: the labor of a manufacturing worker is

productive, as he creates fabric that can be sold a year later. The labor of an opera singer or a lawyer is unproductive, as their "service" is consumed instantly and cannot be deposited into the nation's "storage fund" [26]. M. Blaug [7] notes that for Smith, "productivity" was synonymous with "the creation of a tangible product," which effectively relegated the service sector to the status of a "secondary" sector of the economy. Thus, Adam Smith not only systematized the ideas of his predecessors but also laid a theoretical foundation within which the service sector was viewed not as a source of national wealth, but as a sphere of "consumption" for already created capital. This approach became the defining principle of classical economics and retained its dominant influence until the early 20th century, when the transition to a post-industrial economy began.

The founder of Marxist theory, the German economist and philosopher Karl Marx, in his work "Capital," proposed a criterion for labor productivity based not on the tangibility of the result, but on the creation of surplus value. Marx asserts that "the productive laborer is not the one who produces the thing, but the one who produces surplus value for the capitalist" [19]. Thus, if a service (for example, in theater, transportation, or entertainment) is sold by a capitalist and generates profit, then the labor expended on this service is productive. Marx criticizes the physiocrats and Adam Smith for confusing utility (use value) with economic form (value creation). He argues that within the framework of capitalism, the service sector is as much a sphere of exploitation as industry.

Thus, the following schools can be distinguished: antiquity, mercantilism, physiocracy, classical and Marxist schools of theoretical views on the service sector (Table 1).

Table 1

Early approaches to wealth and the classification of services¹

Approach and source	Principal criterion	Treatment of service-related activities	Qualification
Ancient thought Aristotle (n.d.)	Purpose of acquisition and household provision	Exchange and occupations are discussed in relation to household and political life.	No modern service-sector category is formulated.
Mercantile tradition Smith (1776/1904), Book IV	Trade, monetary wealth, and national power	Shipping and commerce support trade and national prosperity.	A heterogeneous tradition, presented here through Smith's critical account.
Physiocracy Quesnay (1766)	Agricultural net product	Non-agricultural occupations belong to the "sterile" class.	The category includes manufacturing; it does not imply an absence of usefulness.
Smith Smith (1776/1904), Book II	Accumulation and the reproduction of capital	Many services are classified as unproductive because their results do not	A historical criterion of productive labor, not a

¹ Source: Author's synthesis of the works identified in the first column. The categories summarize selected arguments and do not imply consensus within each tradition. [1; 19; 21; 26]

Approach and source	Principal criterion	Treatment of service-related activities	Qualification
		persist as vendible commodities.	modern value-added measure.
Marx Marx (1867/1887; 1894/1959)	Production of surplus value for capital	Service labor can be productive under capitalist production relations.	Profitability or involvement in circulation alone is insufficient.

At the end of the 19th century, the founders of the neoclassical school-W. Jevons, K. Menger, L. Walras, and A. Marshall-shifted their focus from "production costs" to subjective consumer preferences. For the service sector, this shift marked a turning point: the debate over "productive" and "unproductive" labor effectively lost its relevance. The neoclassical economists introduced the concept of marginal utility, meaning that if a service satisfies a human need and is willing to pay for it, it has value. They shifted the source of value to the realm of subjective perception, whereas Marx sought the source of value in an objective social process (exploitation). This placed material production (the "machine manufacturer") and the service sector (the "doctor") on equal footing: both create utility, which is valued by the market.

A. Marshall went even further in his research, proposing a universal tool for the market mechanism-the supply and demand diagram (Marshall's scissors)-and demonstrating that price is determined by market equilibrium [18]. As a result, the service sector was fully integrated into general models of economic exchange, alongside the industrial sector. He also introduced the concept of "personal goods," which were later called "human capital" and "services." He emphasized that many "intangible goods" (education, healthcare, professional skills) are factors in wealth growth, as they enhance labor efficiency [4].

The work of American sociologist David Bell, the founder of the theory of the post-industrial (information) society, is considered a key moment in understanding the service sector. In his work "The Coming Post-Industrial Society" [5; 6], he demonstrated the expansion of the tertiary sector not simply as an industry shift, but as an indicator of the transition to a post-industrial society, in which theoretical knowledge becomes a key resource. He argued that society is transitioning from industrial to post-industrial, and this process is characterized by three fundamental changes:

The priority of theoretical knowledge: In a post-industrial society, theoretical knowledge becomes a key resource, meaning that the service sector in a post-industrial society is not about "servicing" production, but about creating innovations, education, scientific research, and information technology.

Dominance of the professional-technical class: The primary driving force of society is no longer the skilled worker, but the "professional-technical class"-scientists, engineers, managers, doctors, and teachers. This means that the service sector is not "easy labor," but rather high-tech activity requiring a high level of human capital.

The emergence of intelligent technology: Economic growth in modern society depends on the "digitalization" of knowledge (the transformation of knowledge into technologies, patents, and algorithms). Consequently, it is the service sector that creates the mechanisms for this codification. Consulting, auditing, IT services, and R&D are the services that currently drive the entire global economy.

Subsequent analysis of the service sector as an independent sector of the economy required an explanation of how the expansion of the tertiary sector affects the dynamics of productivity and economic growth [2; 3; 15].

At the turn of the 21st century, the service sector is becoming so dynamic that several theories of service sector development are being formed among researchers, such as the globalization-network theory, the progression of value, servitization, service-dominant and digital platform theories (Table 2).

Table 2

Main views and theories of development of the service sector in modern society¹

No.	Views	Characteristic
1	Globalization-network view	Global network forms of economic organization and information communications
2	Experience Economy	Personalizing consumption and creating value through user experience
3	Servitization	The transition from selling products to "solutions" (product-service systems); combating commoditization through service packages
4	Service-Dominant Logic (SD Logic)	Co-creation of value through the exchange of knowledge and competencies
5	Platform digital paradigm	Digital platform relationships based on data and network effects

M. Castells is considered a recognized exponent of globalization-network theory, particularly his trilogy "The Information Age: Economy, Society, and Culture." Unlike his predecessors, who studied the causal relationships of changing sectoral balances or the heterogeneity of industry productivity, Castells examines how information technologies are changing the very structure of the capitalist economy and society, relying on microelectronics, digital communications, and global networks.

The author writes that since the late 20th century, a new socioeconomic structure has emerged-the network society. The economy is no longer built around the hierarchical corporations of the industrial era, but is organized into networks-corporations, financial centers, research institutes, and states-connected by digital communications. M. Castells introduces the concept of "informational capitalism," which is based on the creation and processing of information, innovation, rapid data exchange, and knowledge management. In his view, productivity now depends less on material resources than on participation in global information flows [10]. Ultimately, Castells's work creates a logical transition to studies examining the impact of

¹ Source: Compiled by the author based on a study of sources [10; 20; 27; 28; 29].

technological innovation and human capital on economic growth and the structure of services.

Parallel to these processes, at the level of individual companies, a transformation is taking place in the methods of creating added value. The traditional business model, focused on the one-time exchange of goods for money, is giving way to strategies focused on the long-term management of customer value. At the center of this transition is the concept of "servitization," developed by S. Vandermerwe and H. Rada in their work "Servitization of Business: Creating Added Value through Services" [28], where the authors document the transition of manufacturing companies from a product-oriented model to a service-oriented one. According to them, the production and sale of standardized goods is becoming an increasingly unprofitable strategy: markets are becoming saturated, technologies are quickly copied, and price competition intensifies. As a result, goods are becoming "commodities"-mass-produced, high-quality, uniform goods produced in large quantities by multiple manufacturers. Modern approaches to understanding the nature of exchange are also evident in the work of marketers R. Lusch and S. Vargo, "Service-Dominant Logic: Antecedents, Prospects, and Possibilities" [17; 29], where the authors explain the concept of service-dominant logic (SD Logic), which has completely erased the boundaries between goods and services. The researchers argue that the economy was previously divided into "production" (the creation of things) and "services" (everything else), but in reality, such a division does not exist. The following example is given as an illustration: when purchasing a car, the consumer is actually buying not "a set of metal and plastic parts," but the service of transportation from point A to point B. The car itself is merely the material vehicle of this service.

Following this logic, any company-regardless of whether it manufactures machines or provides hairdressing services-is, in fact, a service company. Market exchange is the exchange of knowledge and skills (i.e., services), and the tangible product acts as an intermediary in this process. The central idea of this concept is the shift from the "producer creates value for the consumer" model to the "co-creation of value" model, where the end result (utility) is formed directly through the consumer's use of the product. In other words, utility arises not at the moment of product release, but during its practical use, where the consumer plays an active role.

Another direction in the development of modern service theory was the work of D. Pine and D. Gilmore, who proposed the concept of the "experience economy" in their work "The Experience Economy: Work Is Theatre and Every Business a Stage" [20]. The scholars view economic development as a sequential succession of several stages (the evolution of economic value), each characterized by a new type of market offering and a new source of competitive advantage. Pine and Gilmore proposed a model of five sequential stages of economic value, each offering an increasingly unique and valuable proposition:

Commodities: Basic products of natural origin that are grown or mined and vary little from one producer to another (e.g., coffee beans). Their value is determined primarily by market supply and demand;

Goods: tangible, material products obtained through the processing of raw materials (e.g., roasted and packaged ground coffee). Additional value at this stage arises from the production process, packaging, quality of processing, and brand development;

Services: intangible actions or processes performed to satisfy a customer's needs (e.g., preparing and serving a cup of coffee in a cafe). In this case, value is determined by the level of service, the professionalism of the staff, and the convenience for the consumer;

Experiences: special events or experiences in which the customer directly participates. Unlike services, experiences are focused on creating a memorable and emotionally charged experience. In this case, the coffee shop patron pays not only for the drink itself or its preparation, but for the atmosphere of the establishment, the feeling of comfort, the interaction, and the unique emotional experience associated with being in this space;

Transformations: Unlike experiences, which provide temporary emotions and feelings, transformations are aimed at developing skills, knowledge, or changing the client's lifestyle. The consumer pays not so much for the service process as for achieving a specific personal outcome—for example, gaining an education, improving health, or advancing their professional level.

The slowdown in global economic growth associated with the 2007-2008 crisis, the decline in returns on traditional assets, and the decline in profitability in a number of manufacturing sectors created the conditions for the emergence of the so-called digital platform theory of the service sector [27]. A digital platform is when a business creates a digital space where different people (sellers and buyers, drivers and passengers) communicate and exchange directly, and the company only facilitates and profits from this. In a linear production model, a company manufactures the product itself, purchases raw materials, manages logistics and sales—this requires huge investments in factories, warehouses, and personnel. A digital platform simplifies business: it builds only the "platform" (an app or website), where users themselves offer services or goods, and the platform takes care of the coordination through algorithms, ratings, and payments.

The practical application of digital platforms is illustrated by the examples of Amazon and Uber. Amazon uses analytical tools to better understand customer behavior, improve supply chains, and make data-driven management decisions, helping it identify profitable segments and create personalized offers, improve the accuracy of demand forecasts, and effectively manage inventory [13]. Research confirms that digital technologies, data analytics, and AI are key factors in improving business efficiency and developing new service economy models [8; 9].

CONCLUSION AND SUGGESTIONS

The theoretical analysis conducted shows that despite the diversity of economic concepts, their main difference concerns the question of whether services create economic value and how this value is formed. As economic thought has evolved, not only have views on the nature of services evolved, but so has the very understanding

of the sources of value creation in the economy. Based on approaches to understanding services and their role in the economic system, we have systematized the main theoretical positions, presented in the form of a logical matrix (Table 3).

Table 3

Matrix of positioning economic views according to the criterion of value creation by services¹

Position	The logic of economic thought	Views that share this approach
Denial of value creation by services	The service is considered as a non-productive activity that does not create independent economic value.	Ancient economic thought, Physiocrats, Classical political economy (A. Smith)
Conditional recognition of value creation by services	A service creates value only when it is included in the process of capital reproduction.	Mercantilism, Marxist political economy
Recognizing services as an equal source of value	Value is determined by usefulness and the ability to satisfy needs, regardless of the material form of the result.	Neoclassical school
Recognition of the service sector as an independent sector of economic growth	The service sector is seen as an independent source of economic growth, knowledge and innovation	Theory of structural change, Post-industrial paradigm, Globalization-network view
Formation of a new logic of value creation	Value is created through consumption, interaction, user experience and digital technologies.	Service-Dominant Logic (SD Logic), Servitization Theory, Experience Economy, Platform Paradigm

The analysis conducted allows us to more consistently reveal the content of each of the highlighted positions:

The first position (the denial of value creation by services), according to which services do not create value, reflects the early stages of economic thought. In antiquity, and later in classical political economy, material production was considered the primary source of wealth. Therefore, only labor whose result had a tangible form and could be accumulated was considered productive. Consequently, services were viewed as ancillary and unproductive activities.

The second position (the conditional recognition of value creation by services) recognizes the ability of services to create value under certain conditions. This approach is most consistently represented in Marxist political economy, where labor productivity is determined by its inclusion in the process of capital reproduction. According to this logic, services acquire a productive character when they ensure the movement of capital and contribute to the creation of surplus value, for example in the fields of transportation, trade, and logistics.

The third position (Recognition of services as an equal source of value) is associated with the development of the marginalist and neoclassical traditions, which

¹ Source: compiled by the author [5; 10; 17; 18; 19; 20; 26; 27].

led to a rethinking of the nature of economic value. Proponents of this approach assumed that value is determined not by the material form of the result of labor, but by the subjective utility of the good and its ability to satisfy consumer needs. This allowed services to be viewed as an equal element of market exchange alongside material goods.

The fourth position (Recognition of the service sector as an independent sector of economic growth): The development of this sector is taking place within the framework of post-industrial and information society theories. In the works of D. Bell, M. Castells, and other researchers, the service sector is no longer considered an auxiliary sector of the economy, but rather its key structural element. The main sources of economic growth are knowledge, information, innovation, and human capital, the production and distribution of which are concentrated primarily in the service sector.

The fifth position (Formation of a New Logic of Value Creation) reflects contemporary approaches related to service-dominant logic, the experience economy, and platform models. Within these concepts, the very nature of value creation is being rethought: value is created not only during production but also through consumption, interaction, and user experience. The tangible product is viewed as a means of delivering a service, while digital platforms, data, network effects, and value co-creation mechanisms are beginning to play a key role.

Based on the conducted research, we can conclude that the modern service sector is not a separate economic sector, but a universal form of organizing economic relations in a digital society. This transformation is driven by technological advances, structural shifts in the production system, and the increasing complexity of social needs. At the same time, we have concluded that theoretical approaches to interpreting the service sector currently exhibit significant divergence. Current concepts range from treating services as a form of service production and the experience economy to considering them in the context of digital platforms. This circumstance highlights the existing methodological challenges in clarifying the place and role of the service sector in various countries.

Prospects for further research include studying the impact of artificial intelligence, automation of intellectual labor, platform ecosystems, and big data analysis on the further transformation of the service economy and changes in the structure of social production.

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Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi **Oliy attestatsiya komissiyasi** rayosatining **2024-yil 04-oktabrdagi 362/5 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**