

**KONFERENSIYALAR** COM

ANJUMANLAR PLATFORMASI

**II RESPUBLIKA ILMIY-  
AMALIY KONFERENSIYASI**

**YANGI DAVR ILM-  
FANI: INSON UCHUN  
INNOVATSION G'OYA  
VA YECHIMLAR**

**YANVAR, 2026**

**ISSN 3093-8791**

**ELEKTRON NASHR:**

<https://konferensiyalar.com>





ANJUMANLAR PLATFORMASI

# **YANGI DAVR ILM-FANI: INSON UCHUN INNOVATSION G'OYA VA YECHIMLAR**

**II RESPUBLIKA ILMIY-AMALIY  
KONFERENSIYASI MATERIALLARI**

2026-yil, yanvar

**TOSHKENT-2026**

**Yangi davr ilm-fani: inson uchun innovatsion g'oya va yechimlar.**  
II Respublika ilmiy-amaliy konferensiyasi materiallari to'plami.  
2-jild, 2-son (yanvar, 2026-yil).– 343 bet.

Mazkur nashr ommaviy axborot vositasi sifatida 2025-yil, 8-iyulda  
C-5669862 son bilan rasman davlat ro'yaxatidan o'tkazilgan.

**Elektron nashr:** <https://konferensiyalar.com>

**ISSN:** 3093-8791 (onlayn)

**Konferensiya tashkilotchisi:** "Scienceproblems Team" MChJ

**Konferensiya o'tkazilgan sana:** 2026-yil, 22-yanvar

**Mas'ul muharrir:**

Isanova Feruza Tulqinovna

**Annotatsiya**

Mazkur to'plamda "Yangi davr ilm-fani: inson uchun innovatsion g'oya va yechimlar" mavzusidagi II Respublika ilmiy-amaliy konferensiyasi materiallari jamlangan. Nashrda respublikaning turli oliy ta'lim muassasalari, ilmiy markazlari va amaliyotchi mutaxassislari tomonidan tayyorlangan maqolalar o'rin olgan bo'lib, ular ijtimoiy-gumanitar, tabiiy, texnik va yuridik fanlarning dolzarb muammolari va ularning innovatsion yechimlariga bag'ishlangan.

Ushbu nashr ilmiy izlanuvchilar, oliy ta'lim o'qituvchilari, doktorantlar va soha mutaxassislari uchun foydali qo'llanma bo'lib xizmat qiladi.

**Kalit so'zlar:** ilmiy-amaliy konferensiya, innovatsion yondashuv, zamonaviy fan, fanlararo integratsiya, ilmiy-tadqiqot, nazariya va amaliyot, ilmiy hamkorlik.

**Barcha huquqlar himoyalangan.**

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## MUNDARIJA

### FIZIKA-MATEMATIKA FANLARI

*Abdulbositova Muborak*

YANGI DAVR ILM-FANI: INSON UCHUN INNOVATSION G'OYA VA YECHIMLAR ..... 9-11

*Anvarbekova Ruxsora*

DIFFERENSIAL TENGLAMALARNI YECHISHDA PYTHON KUTUBXONALARINING  
IMKONIYATLARI ..... 12-14

### KIMYO FANLARI

*Kosimova Zuxra*

OKSIDLANISH STRESSI VA UNING TROMBOSITLAR FAOLIYATIGA TA'SIRI ..... 15-18

*Xoshimov Nozimjon, Kosimova Zuxra*

ORGANIZMDAGI OKSIDLANISH STRESS HOLATIDA POLIFENOLLARNING ROLI ..... 19-22

### BIOLOGIYA FANLARI

*Shertoyeva Risliqoy, Mavlanova Sadbarxon*

O'ZBEKISTONNING SHARQIY MINTAQASIDA (NAMANGAN) YASHOVCHI 7–16 YOSHLI  
BOLALAR VA O'SMIRLARDA KO'RISH CHAQRILGAN POTENSIALLARINING YOSHGA XOS  
NORMATIV KO'RSATKICHLARI ..... 23-25

### TEXNIKA FANLARI

*Qurbonov Mahmudjon, Umarov Abdusalam, Kuchkarov Khoshimjon, Khursanova Odina*

STRUCTURAL FEATURES OF POLYAMIDE 6 WITH INCLUSIONS OF IRON OXIDE  
NANOPARTICLES ..... 26-38

*Valixonov Ilyosbek*

KOMPYUTERLI KO'RISH TEXNOLOGIYALARI ASOSIDA IMO-ISHORA TILINI MATNGA  
O'GIRISH TIZIMLARINI TADQIQ ETISH ..... 39-42

*Qurbonov Mahmudjon, Kuchkarov Khoshimjon, Umarov Abdusalam*

WITH STRUCTURE FORMATION AND THE STRUCTURAL COMPOSITION OF THE  
COMPOSITION BASED ON POLYAMIDE WITH IRON OXIDE NANOPARTICLES ..... 43-53

### TARIX FANLARI

*Nurullayeva Nabira*

ISLOHATLAR, YARATILGAN IMKONIYATLAR – XOTIN-QIZLAR UCHUN IMKONIYAT  
ESHIGI ..... 54-56

*Yuldashev Ulugbek*

O'ZBEKISTONDA INKLYUZIV TA'LIM TIZIMI RIVOJLANISHI TARIXI ..... 57-60

*To'ychiyeva Dilnoza, Ergasheva Go'zal*

ZOMIN TUMANIDAGI TURIZM TARMOQLARINING RIVOJI XUSUSIDA ..... 61-64

*Мирзамидинова Шахноза*

ОСВЕЩЕНИЕ ИСТОРИЧЕСКИХ ПРОЦЕССОВ, СВЯЗАННЫХ С ПРОБЛЕМАМИ ЯЗЫКА И  
ОРФОГРАФИИ, В ПУБЛИЦИСТИКЕ АШУРАЛИ ЗОХИРИ ..... 65-67

*Raxmatov Xayrulla*

BUXORO VOHASI MA'MURIY-HUDUDIY BIRLIKLARI VA AHOLISI (XIX ASRNING SO'NGGI  
CHORAGI – XX ASR BOSHLARIDA) ..... 68-71

## **IQTISODIYOT FANLAR**

*Yusupov Nurillo*

BOZOR IQTISODIYOTI SHAROITIDA SANOAT KORXONALARIDA BOSHQARUV FAOLIYATINI TAKOMILLASHTIRISHNING USTUVOR YO'NALISHLARI ..... 72-76

*Mehmonova Shodiyonaxon*

SHHT DOIRASIDA IQTISODIY HAMKORLIKNING RIVOJLANISHI VA UNING O'ZBEKISTON IQTISODIYOTIGA TA'SIRI ..... 77-80

*Ibadullaeva Shokhida*

EXPERIENCES OF DEVELOPED COUNTRIES IN APPLYING MARKETING STRATEGIES IN EXPORTING ENTERPRISES ..... 81-87

*Yusupov Nurillo*

KORXONALARNING BOSHQARUV TIZIMI SAMARADORLIGINI BAHOLASH USULLARI ..... 88-92

## **FALSAFA FANLARI**

*Rahmatullayev Mardonbek*

KIBER MAKONDA SHAXSIY VA JAMOAVIY ERKINLIKNI MUVOZANATLASH STRATEGIYALARI ..... 93-96

*Nabiyev Sherzodjon*

DIGITAL DUNYODA YOSHLAR SHAXSIYATINI SHAKLLANTIRISHDAGI MUAMMOLAR ..... 97-102

*Saydaliyev Ilyosbek*

MURAKKAB MUHITDAN KELGAN YOSHLARDA SOG'LOM TURMUSH TARZINI SHAKLLANTIRISHDA FUQAROLIK JAMIYATINING IJTIMOY-FALSAFIY RO'LI ..... 103-106

*Meliboev Azizjon*

YANGI O'ZBEKISTONDA SIFATLI TA'LIM ORQALI KAMBAG'ALLIKKA QARSHI KURASH VA XALQ FAROVONLIGINI TA'MINLASH ..... 107-111

## **FILOLOGIYA FANLARI**

*Aminov Farrux*

INGLIZ VA O'ZBEK OMMAVIY AXBOROT VOSITALARIDA AXBOROT UZATISHNING MULTIMODAL STRATEGIYALARI VA KOGNITIV MEKANIZMLARI ..... 112-119

*Jo'rayeva Madinaxon*

YANGI DAVR ILM-FANI: INSON UCHUN INNOVATSION G'OYA VA YECHIMLAR: O'ZBEKISTON RESPUBLIKASI VA SUN'IY INTELLEKT SOHASIDAGI INNOVATSIYALAR MISOLIDA ..... 120-124

*Isakova Barchinoy*

JEK LONDONNING "MARTIN IDEN" HAMDA O'TKIR HOSHIMOVNING "NUR BORKI, SOYA BOR" ROMANLARIDAGI POETIK VOSITALAR TAHLILI ..... 125-128

*Азизова Насиба*

ИССЛЕДОВАНИЕ КОНЦЕПТА ЯЗЫКОВОЙ ЛИЧНОСТИ В РУССКОЙ И УЗБЕКСКОЙ КЛАССИЧЕСКОЙ ЛИТЕРАТУРЕ (НА ПРИМЕРЕ А. С. ПУШКИНА, Н. В. ГОГОЛЯ И Л. Н. ТОЛСТОГО АЛИШЕРА НАВОИ, ЗАХИРИДДИНА БАБУРА) ..... 129-134

*Toshboyeva Odinaxon*

INGLIZ VA O'ZBEK INTERNET GAZETA SARLAVHALARIDA LEKSIK-SEMANTIK VA SINTAKTIK VOSITALAR ASOSIDA PRAGMATIK PRESUPPOZITSIYANING IFODALANISHI ..... 135-138

<i>Umirzakova Dilnoza</i> ANIMATSION FILMLAR TARJIMASIDA LINGVOPRAGMATIK OMILLAR: QIYOSIY TADQIQOT .....	139-144
<i>Jabborova Aziza</i> SIYOSIY KOMMUNIKATSIYADA EVFEMIZMLARNING AUDITORIYAGA TA'SIRI .....	145-149
<i>Boykhanov Shukhratjon</i> UNDERSTANDING ENGLISH PROVERBS: LEXICAL, STYLISTIC, PSYCHOLOGICAL, AND PRAGMATIC DIFFICULTIES .....	150-155
<i>Narzulloyeva Maftuna</i> A COMPARATIVE ANALYSIS OF OFFICIAL LETTERS IN ENGLISH AND UZBEK PROSE .....	156-158
<i>Abdullayeva Dildora</i> QUTADG'U BILIG FRAZELOGIZMLARINING SEMANTIK-PRAGMATIK TABIATI VA LISONIY TADQIQI .....	159-162
<i>Umrzaqov Islomjon</i> "JANUB RENESSANSI" DAVRI ASARLARIDA BADIY MAKON VA ZAMON POETIKASI .....	163-165
<i>Fayzullayeva Nozima</i> YANGI DAVR ILM-FANI: INSON UCHUN INNOVATSION G'OYA VA YECHIMLAR .....	166-168
<i>Ergashev Nodirbek</i> SOCIAL INJUSTICE AND MORAL VALUES IN "OLIVER TWIST" BY CHARLES DICKENS .....	169-171
<i>Ubaydullaeva Dilfuza</i> OLIJ TA'LIM MUASSASALARIDA BO'LAJAK MUTAXASSISLARDA NUTQ MADANIYATINI RIVOJLANTIRISHNING INNOVATSION MODELLARI (IJTIMOIY-GUMANITAR YO'NALISHDA) .....	172-178
<b>GEOGRAFIYA FANLARI</b>	
<i>Umarov Javohir</i> FARG'ONA VILOYATI YER RESURSLARIDAN QISHLOQ XO'JALIGIDA FOYDALANISH SAMARADORLIGINI KOMPLEKS BAHOLASH .....	179-185
<b>YURIDIK FANLAR</b>	
<i>Hakimboyeva Dildora</i> ELEKTRON HUKUMAT VA MA'MURIY HUQUQ MUNOSABATLARINING TRANSFORMATSIYASI .....	186-188
<i>Самигжоновна Зилола</i> МЕЖДУНАРОДНЫЕ НОРМЫ, РЕГУЛИРУЮЩИЕ ЗАЩИТУ ПРАВ ЧЕЛОВЕКА В СЕТИ ИНТЕРНЕТ .....	189-195
<b>PEDAGOGIKA FANLARI</b>	
<i>Xomidjonov Abrorjon</i> OLIJ VA PROFESSIONAL TA'LIMDA PEDAGOGIK INNOVATSIYALARNI TATBIQ ETISH TAJRIBASI .....	196-202

<i>Sodiqova Gulnora</i> KASBIY TA'LIM TIZIMIDA ISH BERUVCHILAR BILAN SAMARALI KOMMUNIKATSIYA STRATEGIYALARI .....	203-208
<i>Soliyeva Gavharoy</i> "HISOBLASH USULLARI" FANI BO'YICHA O'QUV KONTENTI .....	209-212
<i>Isaqov Abduvohid</i> BO'LAJAK O'QITUVCHILARDA METODIK KOMPETENSIYANI RIVOJLANTIRISH: ASOSIY TUSHUNCHALAR VA ZAMONAVIY YONDASHUVLAR .....	213-217
<i>Юсупова Наргиза, Юсупов Дильшод</i> ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ И РОЛЬ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В ОБУЧЕНИИ ТЕХНИКО-ТАКТИЧЕСКИХ ДЕЙСТВИЙ ЮНЫХ ТАЭКВОНДИСТОВ: АНАЛИЗ ЭФФЕКТИВНОСТИ И ПЕРСПЕКТИВ РАЗВИТИЯ .....	218-221
<i>Ganiyev Elyorbek</i> TALABALARDA HUQUQIY TAFAKKUR VA TAHLILY KO'NIKMALARNI RIVOJLANTIRISHNING ZAMONAVIY METODIKASI .....	222-226
<i>Xabibullayev Alimardon</i> TALABALAR MOBILLIGI VA QO'SHMA TA'LIM ASOSIDA INNOVATSION VA BARQAROR RIVOJLANISH MODELINI SHAKLLANTIRISHNING PEDAGOGIK- INSTITUTSIONAL ASOSLARI .....	227-233
<i>Nigmatova Nozimaxon</i> INGLIZ TILINI O'QITISHDA GENERATIV SUN'IY INTELLEKT TEXNOLOGIYALARINI JORIY ETISHNING XORIJIY AMALIYOTI VA PEDAGOGIK SAMARADORLIGI .....	234-237
<i>Юсупова Наргиза</i> АНАЛИЗ БИОМЕХАНИЧЕСКИХ ПАРАМЕТРОВ АТАКУЮЩИХ ДЕЙСТВИЙ КВАЛИФИЦИРОВАННЫХ ТАЭКВОНДИСТОВ (WT) .....	238-241
<i>Abdullayeva Asila</i> O'ZBEKISTONNING SO'NGGI TARIXI VA FALSAFA FANINI O'QITISHDA DIDAKTIK UYG'UNLIK .....	242-247
<i>Ergasheva Nigora</i> BO'LAJAK BOSHLANG'ICH TA'LIM O'QITUVCHILARINING METODIK KOMPETENSIYASINI SHAKLLANTIRISHDA PEDAGOGIK HAMKORLIKNING METODIK VAZIFALARI .....	248-251
<i>Alimova Mashxuraxon</i> BOSHLANG'ICH SINIF TEXNOLOGIYA TA'LIMI DARSLARIDA TABIIY MATERIALLARDAN BUYUMLAR TAYYORLASHDA KONSTRUKSIYALASH KO'NIKALARINI RIVOJLANTIRISH METODIKASI .....	252-255
<i>G'ofurova Barnoxon</i> TALABALARINING KONSEPTUAL FIKRLASHINI RIVOJLANTIRISHDA OLIY TA'LIMNING METODIK SHART-SHAROITLARI VA PEDAGOGIK IMKONIYATLARI .....	256-260
<i>Axmedov Yodgorbek</i> ICHKI ISHLAR VAZIRLIGI AKADEMIK LITSEYLARI O'QUVCHILARINING MUSTAQIL O'QUV FAOLIYATIDA TINKERCAD PLATFORMASIDAN FOYDALANISH IMKONIYATLARI .....	261-263

<i>Qozaqova Munajat</i> MUHANDISLIK VA KOMPYUTER GRAFIKASI FANINI O'QITISHDA TALABALAR LOYIHALASH KO'NIKMASINI KO'RGAZMALILIK ASOSIDA RIVOJLANTIRISH .....	264-267
<i>Парниева Айгуль</i> АКСИОЛОГИЧЕСКИЙ ПОТЕНЦИАЛ ХУДОЖЕСТВЕННОЙ ЛИТЕРАТУРЫ В ФОРМИРОВАНИИ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ СОВРЕМЕННОГО СТУДЕНТА .....	268-271
<i>Nosirova Shoiraxon</i> INGLIZ TILIDA KASBIY MULOQOT XULQINING LINGVOKULTUROLOGIK XUSUSIYATLARI .....	272-278
<i>Azizova Mohiniso, G'ulomova Sevara</i> МАКТАБ DARSLARIDA RA'NODOSHLILAR OILASINI O'QITISHDA ZAMONAVIY INTERAKTIV METODLARDAN FOYDALANISH .....	279-281
<i>Jalilova Xolidaxon</i> METHODOLOGY FOR IMPROVING THE EFFICIENCY OF TEACHING ENGLISH USING WEBQUEST TECHNOLOGY .....	282-284
<i>Abduvaxobov Shohruhbek</i> MASOFADAN TA'LIM JARAYONIDA UCHRAYDIGAN AMALIY MASALALAR VA ULARNI BARTARAF ETISH BO'YICHA METODIK YONDASHUVLAR .....	285-287
<i>Аюпов Тимур</i> СОВРЕМЕННЫЕ МЕТОДЫ ОБУЧЕНИЯ ИНОСТРАННЫМ ЯЗЫКАМ В ВУЗАХ РЕСПУБЛИКИ УЗБЕКИСТАН .....	288-290
<i>Tillayeva Nilufar</i> DIALOGIC PEDAGOGY IN ESL WRITING: THE ROLE OF SOCRATIC SEMINARS .....	291-294
<i>Sobirova Feruza</i> BO'LAJAK INGLIZ TILI O'QITUVCHILARIDA DARSNI REJALASHTIRISH KO'NIKMALARINI SHAKLLANTIRISH MUAMMOLARI .....	295-299
<i>Karimova Sadoqat</i> CONCEPTUAL AND METHODOLOGICAL APPROACHES TO TEACHING ENGLISH TO PRESCHOOL CHILDREN IN A MONTESSORI EDUCATIONAL ENVIRONMENT .....	300-302
<i>Солохиддинова Фазилатхон</i> МЕТОДИКА РАЗВИТИЯ КОГНИТИВНЫХ УЧЕБНЫХ ДЕЙСТВИЙ УЧАЩИХСЯ НАЧАЛЬНЫХ КЛАССОВ В АСПЕКТЕ РАЗВИТИЯ ГРАММАТИЧЕСКОГО ПОНЯТИЯ «ИМЯ СУЩЕСТВИТЕЛЬНОЕ» .....	303-306
<i>Sayidova Nilufar</i> ZAMONAVIY MUZEY EKSPOZITSIYALARIDA INTERAKTIV TEXNOLOGIYALARNING ILMIY - AMALIY AHAMIYATI .....	307-310
<i>Ne'matova Mahfuzaxon</i> BOSHLANG'ICH SINIF O'QUVCHISINING NUTQ FAOLIYATINI FAOL RIVOJLANTIRISHDA FE'L SO'Z TURKUMINING TUTGAN O'RNI .....	311-313

## **TIBBIYOT FANLARI**

*Sobirova Mavludaxon*

YANGI DAVR ILM-FANI: INSON UCHUN INNOVATSION G'OYA VA YECHIMLAR .....314-316

*Ахмаджонова Хуршидабону, Рустамова Шахиста*

НАУЧНЫХ ИССЛЕДОВАНИЙ ПО ИЗУЧЕНИЮ НАСЛЕДСТВЕННАЯ

ПРЕДРАСПОЛОЖЕННОСТЬ ВИРУСАМИ ГЕПАТИТА С (НСV) И В (НВV) НА

МОЛЕКУЛЯРНОМ УРОВНЕ .....317-322

*Xoshimov Muslimbek, Karimjonov Jaloliddin, Inomov Kamoliddin, Izatullayeva Mohlaroyim*

O'ZBEKISTONDA NEYRODEGENERATIV KASALLIKLARNING TARQALISH SABABLARI VA

NEYRODEGENERATIV KASALLIKLAR RIVOJLANISHIDA ASTROSITLARDAGI REAKTIV

O'ZGARISHLAR .....323-326

*Мамарова Шодила, Инатуллаева Рано, Сотиболдиева Умида, Кодиржанов Жавохир*

ВИТАМИН D: МЕТАБОЛИЗМ, БИОЛОГИЧЕСКАЯ РОЛЬ, ДЕФИЦИТ И

ПРОФИЛАКТИКА .....327-336

## **PSIXOLOGIYA FANLARI**

*Ismoilov Temurbek*

VERBAL KOMMUNIKATIV KOMPETENSIYANI RIVOJLANTIRISHDA MADANIY VA IJTIMOIIY

KONTEKSTNING ROLI .....337-342

## EXPERIENCES OF DEVELOPED COUNTRIES IN APPLYING MARKETING STRATEGIES IN EXPORTING ENTERPRISES

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**Annotation.** This article explores the experiences of developed countries in applying marketing strategies within exporting enterprises and analyzes how these strategies contribute to export competitiveness. The study highlights key theoretical approaches, including segmentation, positioning, standardization versus adaptation, branding, and digital marketing. Based on comparative analysis, the paper summarizes best practices from selected developed economies such as the United States, Germany, Japan, South Korea, the Netherlands, and Singapore. The findings indicate that successful exporters rely on value-based competition, strong branding, market intelligence, and technology-driven promotion to expand global market presence. The article concludes with insights that can support exporting firms in emerging economies to enhance export performance through strategic marketing development.

**Keywords:** export marketing; Marketing strategy; Developed countries experience; Branding; Market segmentation; Digital marketing; Export competitiveness; International markets.

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## RIVOJLANGAN MAMLAKATLARNING EKSPORT KORXONALARIDA MARKETING STRATEGIYALARINI QO'LLASH BO'YICHA TAJRIBALARI

**Ibadullaeva Shoxida**

Mustaqil tadqiqotchi

**Annotatsiya.** Ushbu maqola rivojlangan mamlakatlarning eksport korxonalarida marketing strategiyalarini qo'llash tajribasini o'rganadi va ushbu strategiyalarning eksport raqobatbardoshligiga qanday hissa qo'shishini tahlil qiladi. Tadqiqotda segmentatsiya, joylashuv, standartlashtirish va moslashuv, brending va raqamli marketing kabi asosiy nazariy yondashuvlar ta'kidlangan. Qiyosiy tahlil asosida maqolada Qo'shma Shtatlar, Germaniya, Yaponiya, Janubiy Koreya, Niderlandiya va Singapur kabi tanlangan rivojlangan iqtisodiyotlarning eng yaxshi amaliyotlari umumlashtirilgan. Tadqiqot natijalari shuni ko'rsatadiki, muvaffaqiyatli eksportchilar global bozordagi ishtirokini kengaytirish uchun qiymatga asoslangan raqobat, kuchli brending, bozor razvedkasi va texnologiyaga asoslangan reklamaga tayanadilar. Maqola rivojlanayotgan iqtisodiyotlardagi eksportchi firmalarni strategik marketingni rivojlantirish orqali eksport samaradorligini oshirishga yordam beradigan tushunchalar bilan yakunlanadi.

**Kalit so'zlar:** eksport marketingi; Marketing strategiyasi; Rivojlangan mamlakatlar tajribasi; Brending; Bozor segmentatsiyasi; Raqamli marketing; Eksport raqobatbardoshligi; Xalqaro bozorlar.

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DOI: <https://doi.org/10.47390/ydif-y2026v2i2/n16>

In the era of globalization and rapidly expanding international competition, exporting enterprises face increasing pressure not only to improve production capacity but also to strengthen their strategic positioning in foreign markets. Today, sustainable export growth is largely determined by how effectively firms apply marketing strategies to understand customer needs, differentiate products, build competitive brands, and establish reliable distribution networks. As a result, marketing has become a critical driver of export performance, enabling firms to move beyond price-based competition and achieve long-term success in global value chains.

The experience of developed countries such as the United States, Germany, Japan, South Korea, the Netherlands, and Singapore demonstrates that export competitiveness is strongly linked to advanced marketing capabilities. These countries have successfully implemented export-oriented marketing strategies based on market intelligence, segmentation and targeting, branding, innovation-driven product development, and customer relationship management. In particular, developed economies emphasize systematic market research and data-based decision-making, allowing exporting enterprises to identify promising markets, monitor consumer preferences, and adapt to changing demand patterns. This strategic approach strengthens firms' responsiveness and reduces risks associated with international expansion.

Moreover, developed-country exporters increasingly integrate digital marketing tools and e-commerce platforms into their international operations. Digital channels provide opportunities for cost-efficient promotion, direct customer engagement, and real-time feedback, which significantly enhances market entry and market penetration strategies. At the same time, firms in developed economies focus on value creation through product differentiation, quality assurance, and service excellence. This allows them to compete in premium segments, build strong brand reputation, and generate higher value-added exports rather than relying solely on commodity-based trade.

Despite these advantages, exporting enterprises worldwide continue to face several challenges, including cultural differences, regulatory barriers, intense competition, and rapidly shifting consumer behavior. Therefore, examining the best practices of developed countries in applying marketing strategies for export-oriented enterprises is essential for identifying effective models and transferable approaches. Such analysis is especially relevant for emerging economies seeking to diversify exports, strengthen national competitiveness, and promote export-led growth through innovation and strategic marketing development.

The main objective of this article is to analyze the experiences of developed countries in applying marketing strategies within exporting enterprises, highlighting the most successful approaches and their impact on export performance. The study focuses on key marketing dimensions such as market segmentation, brand management, product positioning, digital marketing, export promotion mechanisms, and strategic adaptation to international markets. By systematizing global best practices, the article aims to provide practical insights and policy recommendations that can support exporting firms in improving their marketing effectiveness and strengthening their presence in international markets.

### **Theoretical Foundations of Marketing Strategies in Exporting Enterprises**

Export marketing strategy refers to the set of coordinated decisions and actions that exporting firms implement to create value, reach international customers, and achieve sustainable competitiveness in foreign markets. Unlike domestic marketing, export marketing is shaped by higher uncertainty, cultural differences, stronger institutional constraints, diverse consumer preferences, and stricter quality standards. Therefore, exporting enterprises must adopt strategic marketing approaches that can align product offerings with market realities, reduce entry barriers, and maximize profitability.

A widely used theoretical framework in export marketing is the STP model (Segmentation–Targeting–Positioning). In the context of exporting, STP enables firms to divide foreign markets into meaningful segments, select the most profitable target group, and develop

a strong positioning strategy. Developed-country exporters frequently use segmentation variables such as income levels, lifestyles, industrial demand patterns, and consumption culture to achieve precise market targeting. Effective positioning allows exporters to deliver a clear “value promise” to customers, which is essential for competing against global rivals.

Another essential theoretical debate is the standardization vs adaptation strategy. According to international marketing theory, firms may either standardize their marketing mix to achieve scale economies and consistent brand image or adapt it to local market requirements. Standardization is often suitable for technology products and global brands, while adaptation is necessary in culturally sensitive markets such as food, beverages, and consumer goods. In reality, many exporting firms adopt a hybrid strategy, combining standardized brand identity with localized product features, packaging, service, and communication methods.

The marketing mix (4P/7P) approach remains highly relevant for export marketing performance. Exporting enterprises need to manage:

- **Product strategy:** quality, design, certification, packaging, and compliance with international standards;
- **Price strategy:** competitive pricing, pricing differentiation, and exchange-rate risk management;
- **Place (distribution) strategy:** selection of intermediaries, logistics networks, and e-commerce channels;
- **Promotion strategy:** branding, advertising, digital content marketing, and trade exhibitions.

### **Resource-Based View and Competitive Advantage in Export Marketing**

The Resource-Based View (RBV) argues that competitive advantage is derived from internal resources and capabilities that are valuable, rare, difficult to imitate, and well-organized. Export marketing success is not solely determined by product quality or production capacity but also by marketing resources such as international market knowledge, brand reputation, digital marketing skills, and customer relationship capabilities. For example, firms that develop advanced branding capabilities and market intelligence systems can differentiate themselves more effectively and respond faster to shifts in global demand.

Furthermore, export marketing strategies often interact with the firm's participation in global value chains (GVCs). Exporting enterprises can improve their competitiveness by moving from low value-added export activities (e.g., raw materials) toward higher value-added segments such as design, branding, and after-sales services. In this sense, marketing strategies support the upgrading process in GVCs by strengthening brand equity, improving distribution efficiency, and building long-term customer loyalty.

In recent years, digitalization has significantly changed the marketing landscape for exporting enterprises. Digital marketing channels such as search engine marketing, social media marketing, online marketplaces, and B2B platforms reduce entry costs and increase market access. Exporting firms can now test foreign demand through online advertising campaigns, collect customer feedback instantly, and optimize promotional strategies using data analytics. Developed economies, in particular, have leveraged digital export marketing to enhance customer engagement and accelerate international expansion. In addition, digital transformation has strengthened the importance of relationship marketing and CRM systems,

enabling exporters to maintain communication with distributors, industrial clients, and final consumers across multiple markets. Therefore, export marketing strategies in modern conditions are increasingly built around customer-centric solutions, long-term partnerships, and technology-supported interaction mechanisms.

### **Experiences of Developed Countries in Applying Marketing Strategies in Exporting Enterprises**

The practical experience of developed countries provides strong evidence that export success is closely linked to strategic marketing models supported by innovation systems, institutional export promotion, and advanced business ecosystems. Developed economies have implemented export marketing strategies not only at the firm level but also through national-level support frameworks such as export agencies, branding programs, and internationalization platforms.

Below is a comparative table summarizing best practices from selected developed countries and how marketing strategies contribute to export performance.

**Table 1.**

**Best Practices of Developed Countries in Export Marketing Strategies**

<b>Developed Country</b>	<b>Key Export Marketing Strategies</b>	<b>Practical Tools and Mechanisms</b>	<b>Key Outcomes for Export Performance</b>
<b>United States</b>	Strong branding, innovation-based marketing, customer-centric strategies	Digital marketing, CRM systems, global branding campaigns, trade fairs	High value-added exports, strong global brands, rapid market penetration
<b>Germany</b>	Quality-based positioning, industrial branding, long-term B2B relationships	“Made in Germany” reputation, industrial clusters, trade networks	Stability in export demand, premium pricing advantage, strong B2B exports
<b>Japan</b>	Product differentiation, continuous improvement (Kaizen), reputation building	High-tech marketing, quality control, customer loyalty programs	Trust-based competitiveness, leadership in electronics and automotive exports
<b>South Korea</b>	Export-oriented innovation, global brand building, digital expansion	Government export promotion, global branding strategies (Samsung, Hyundai)	Fast export growth, strong presence in tech and manufacturing industries
<b>Netherlands</b>	Logistics-based competitiveness, market diversification, agri-food branding	Advanced ports/logistics systems, high efficiency in export distribution	Strong agro-export performance, rapid delivery advantages, EU market leadership
<b>Singapore</b>	Strategic market positioning,	Trade facilitation, digital trade	High export intensity, strong service exports,

	international business networking	platforms, global business hubs	efficiency-driven competitiveness
<b>United Kingdom</b>	Creative industries export marketing, service branding	Global financial and education branding, digital creative promotion	Strong service-sector exports, global attraction of international clients
<b>Sweden</b>	Sustainability branding, innovation-driven export image	Green marketing, eco-labeling, CSR-based communication	Competitive advantage in eco-products, strong reputation in sustainable exports

The United States has built export success largely through strong branding and innovation-driven marketing strategies. American exporters focus on customer experience, product differentiation, and global brand development. Digital marketing plays a central role in expanding international market reach, particularly through online platforms and social networks. US firms effectively use CRM systems and market analytics to personalize offerings and manage international customer relationships, making exports more profitable and sustainable over time.

Germany is widely recognized for high-quality industrial production and strong “engineering reputation.” German exporters apply marketing strategies centered on premium positioning, reliability, and trust. This is particularly visible in machinery, automotive, and chemical sectors. German firms typically prioritize long-term partnerships, stable supply chains, and industrial marketing networks, which strengthens their competitiveness in B2B exports and allows them to maintain premium pricing.

Japanese exporters have a long-standing tradition of applying differentiation strategies, supported by Kaizen and continuous quality improvement. In global markets, Japanese firms emphasize product reliability, technological excellence, and customer service. Their export marketing strategies also involve reputation management and building customer loyalty through long-term brand trust, especially in electronics, automotive, and precision engineering exports.

South Korea’s export success is often associated with the strong linkage between industrial policy and marketing strategies. The country has actively supported global branding and export expansion of major corporations (chaebols) through export promotion programs, innovation investment, and international market research. South Korean exporters successfully combine digital marketing with branding strategies to increase global visibility and competitiveness.

The Netherlands and Singapore provide excellent examples of how logistics competitiveness can strengthen export marketing. The Netherlands benefits from advanced port infrastructure (Rotterdam) and efficient distribution systems that enable rapid export delivery across Europe. Singapore, as a global trade hub, applies market positioning strategies supported by digital trade platforms, business-friendly regulations, and advanced international networking. These marketing advantages increase export intensity and global competitiveness, especially for high-value services and re-export activities.

## Conclusion

This article examined the experiences of developed countries in applying marketing strategies within exporting enterprises and highlighted the major theoretical and practical mechanisms that strengthen export performance. The findings confirm that export success in developed economies is not achieved solely through production capacity or price advantages, but through the effective use of strategic marketing approaches such as market segmentation, international positioning, brand development, product differentiation, and customer relationship management. These marketing strategies enable exporting firms to gain long-term competitiveness by creating unique value propositions and establishing trust-based relationships in foreign markets.

The analysis also shows that developed countries successfully combine standardization and adaptation strategies depending on market characteristics, product categories, and consumer behavior. While global brand consistency and economies of scale are achieved through standardized marketing elements, adaptation remains essential for meeting cultural preferences, regulatory requirements, and localized demand patterns. In addition, the growing role of digitalization has significantly transformed export marketing practices. Developed-country exporters actively utilize digital marketing channels, e-commerce platforms, and data-driven tools to reduce entry barriers, expand market access, and improve customer engagement. As a result, digital trade and technology-supported marketing have become critical drivers of international expansion and export diversification.

Furthermore, the experiences of developed countries emphasize the importance of supportive ecosystems, including export promotion agencies, innovation-oriented policies, logistics infrastructure, and institutional frameworks that facilitate market access. Countries such as Germany and Japan demonstrate how quality-based positioning and reputation building can allow exporters to compete in premium market segments, while South Korea and the United States provide evidence of the power of global branding and innovation-driven marketing. The Netherlands and Singapore illustrate that advanced logistics systems and trade facilitation can significantly improve export marketing efficiency and strengthen competitiveness in global supply chains.

Overall, the best practices of developed economies suggest that exporting enterprises in emerging markets should focus on improving marketing capabilities, investing in brand-building and digital transformation, strengthening market intelligence systems, and adopting customer-centric strategies. In this way, export-oriented firms can shift from low value-added exports toward higher value-added and knowledge-intensive products and services, ensuring sustainable export growth and stronger integration into global markets.

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**YANGI DAVR ILM-FANI: INSON UCHUN  
INNOVATSION G'OYA VA YECHIMLAR**  
**II RESPUBLIKA ILMIY-AMALIY KONFERENSIYASI MATERIALLARI**  
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II Respublika ilmiy-amaliy konferensiyasi materiallari to'plami.  
2-jild, 2-son (yanvar, 2026-yil). – 343 bet.

Mazkur nashr ommaviy axborot vositasi sifatida 2025-yil, 8-iyulda  
C-5669862 son bilan rasman davlat ro'yaxatidan o'tkazilgan.

**ISSN:** 3093-8791 (onlayn)

**Elektron nashr:** <https://konferensiyalar.com>

**Konferensiya tashkilotchisi:** "Scienceproblems Team" MChJ

**Konferensiya o'tkazilgan sana:** 2026-yil, 22-yanvar

**Barcha huquqlar himoyalangan.**  
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