



# MARKETING METHODS SUPPORTING ADVANCES IN THE HIGHER EDUCATION SECTOR

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## ABSTRACT

*Considering the growing competitiveness in higher education, including that on MBA degrees, it is remarkable that marketing questions, such as educational institutions, have not received more attention. The purpose of this paper is to analyze the means that are used to promote academic services in the context of “Europe of knowledge” model through innovation and scientific cooperation. The significance of the study is driven via increasing value of fostering unique services in the education sector by approaches for promoting education not only with scientific practitioners, but also among the common public. The author uses concise approaches and explores the academic literature on supporting and introducing new services in the area of digital education. The results indicate the need to use the criteria of the exhibition operation to develop and enforce educational programs and other programs and to build relationships between universities and members of partner countries' business communities. The researchers discuss discrepancies in outcome process on primary audience. The article offers a blend of vital components in the primary goals of the “Europe 2020” approach and aspects of seven key initiatives that define the framework for the planned growth of the EU representative countries in the education system. A professionally made presentation, well-crafted advertising resources and sufficient effort with members of businesses and cohort academies bring more customers to participate in the program. Stimulating new services via such marketing methods is essentially subjective and implicitly associated with the nature of their market setting.*

**KEYWORDS:** *innovative product, innovation, marketing tools, project, customer, university, education.*

## INTRODUCTION

The complicated political and economic situation in the modern world stimulates national organizations to create and implement innovations in marketing activities. In the article the problem of innovative educational product movement to the end user is marked. It is difficult to combine the practical brand of educational services with the needs of the market, because its principles do not differ from the marketing on any market of goods or services, but must be adapted to the specificity and uniqueness of education. Training is a new search area for marketing aimed at identifying and ranking needs. On the one hand, education plays a key role in the formation of society as a whole, since it is the foundation of future development. On the other hand, his crisis is obvious. There is a problem of adaptation of modern education not only to requirements of scientific and technical progress, but also to possibilities of introduction of its innovative forms in many national high schools. The technologies to promote innovative educational products are invaluable techniques that the country's leading

universities should possess. The creation of such technologies is the first task at the stage of innovative development of our country.

In their research the authors made an attempt to reflect the fact that at present in Uzbekistan there is a lack of organized purposeful activity within the framework of the state innovation POLICY, so it is difficult to introduce and promote an innovation product in most universities. The main problem, which the higher educational establishments, which export educational services on the territory of separate states, face, is to bring the information to the end consumer on the international sales markets. On the one hand, aggravation of international competition in the sphere of education gives more and more urgency to the use of modern promotion technologies, on the other hand, globalization processes blur the distinctions between countries and unify international marketing activity irrespective of the business sphere.

There are various instruments to promote innovative educational product on the international scale. The most effective ways of promotion,



traditionally used by almost all subjects of the market, regardless of the sphere of activity, are exhibition activities and internet promotion. Education, science and innovation are conceptually linked and represent the following a "triad of knowledge" whose elements are in close contact with each other. The successful implementation of educational programs should be accompanied by the development of a marketing plan based on the use of possible marketing tools. The article deals with the implementation of the educational strategy "Europe of knowledge" from the point of view of an innovative product for the growing market.

### LITERATURE REVIEW

It is advisable to consider scientific approaches of the authors to the two categories mentioned in the title of the article - promotion tools and innovations. Promotion tools are a marketing category reflecting the content of integrated marketing communications. Phillip Kotler is the founder of the development of marketing as a theory. He regards promotion as a marketing complex. The marketing complex is a system of providing information consisting of such elements as the product, the way it is distributed, the price of the product. These components, together with marketing communications, make up a marketing mix.

Promotion is the delivery of information about a product or service to the consumer. In order to promote a service or product more successfully, organizations should attract as many customers as possible by making original requests, placing product information that convinces consumers of the need for that product. It is not enough just to attract customers, it is necessary to constantly support their interest in their activities. This is why communication is a key point in marketing. Marketing communication is the process of transmitting data about its products to the target audience and establishing feedback.

Innovation (from lat. *innovatis* "update, novelty, change") - improvement and improvement of the existing, the introduction of a new one. Other sources point to a broader understanding: "process of using innovation". Innovation is a product based on a fundamentally new solution. As a rule, innovation opens new opportunities for the consumer. At present, innovative products include not only ultra-fast computers, iPhone, GPS navigator, nanotechnology-based drugs, new products biotechnology, but also an educational product that contributes to the creation of the above technologies and the development of the "educational triad" in general.

In N. N. Molchanov's opinion, there is a wide list of criteria classifications within innovation activities. The first criterion relates to the area in which innovation takes place and according to this criterion.

The following types of innovation are distinguished by classification: technological, organizational (using a fundamentally new management method) or technical (related to the production of a new product). The second criterion can be seen as a way of implementing an innovative process that includes are systematic, planned, natural, spontaneous or accidental

innovations. The third group consists of innovations characterizing latitude and depth of innovative activities (mass, large, radical, fundamental, strategic, deep, small).

E. A. Leonenko believes that the initial stage of innovative activities is the goal and idea that form the main strategic aspects of the problem, determine the methods of implementation and means. Their commonality directly forms the innovative activity. However, in itself, formation of a new one, its mechanisms cannot replace innovative activities, so the implementation part, which includes management and control, is considered. They themselves are also envisaged and formed on the basis of the purpose, ideas. When the feedback mechanism is used, a full complex is organized innovation activities and as the main, targeted weekend implementation - process of use a new one.

To overcome the crisis and reboot the economy the leaders of the EU member states in 2010 developed a new strategy "Europe 2020" is a strategy for rapid, sustainable and inclusive growth. These elements relate to various dimensions that the EU sees as key to its development strategy. Rapid growth means that innovation and knowledge must be the main drivers of development; sustainable - refers to a growth model that is more resource-efficient and respectful of nature; inclusive - refers to the social dimension of growth, reducing the number of people living in poverty and reducing the number of people living in social inequality.

From the point of view of N. V. Ve Seloff and M. S. Kruter, the promotion of innovative products is fundamentally different from advertising already known.

The main difference lies in the content of the message sent to the target audience. As a rule, such advertising should contain detailed information about the essence of the product, its properties, visualization of the process of its use;

an indication of significant benefits and advantages for the consumer;

advertising should be built on creativity and aimed at active and mobile of people, as well as containing original and unusual ideas. What is important is the combination of mass advertising through media and BTL advertising, such as attracting to the initial sales of consultants localized.



Priority directions of innovative activity promotion educational organizations should be coordinated with the priorities of state, federal, regional, scientific-technical and innovative

of politics. However, Babanova believes that educational institutions are often not ready or have difficulties in establishing contacts with business partners in the process of implementing a new educational product. Not having a certain experience, many educational institutions feel the need for consulting assistance in support; in knowledge, general guidelines for the innovation strategy: in which area(s) to act, how to achieve the desired results, which innovations will have the greatest impact, and what solutions and steps are needed to ensure their existence.

## MATERIALS AND METHODS

In the process of scientific research, we used descriptive assessment method when "scanning" the existing situation on the market of educational services on the basis of secondary research. Implementation results in Uzbekistan, educational projects and European experience in general have undoubtedly contributed to positive trends in the development dynamics of some local universities. The analysis of the sources used by the universities showed that the majority of national universities were not capable of such innovations. We have identified a causal link between the problems and difficulties in using the proposed educational projects in higher education system.

First of all, let us note the level of motivation and awareness of the proposed educational programme implementers. In the course of work on this study, a master class was held on drawing up applications for a contest as part of the implementation of an educational project. When conducting this event noted an increased interest from the audience to the details of the project, many questions were asked. However, in the course of the work. the audience was found to be poorly informed about the algorithm of the project as a whole and questioned about the possibility of funding from management and their successful participation.

## RESEARCH RESULTS

Promoting innovation in the field education has its own specificity, which is manifested at different stages of the product life cycle. There are several stages in the life cycle of a product or service:

1. Development and implementation. In the field of educational service given the stage is very important because it has a prolonged effect. Its high efficiency will ensure future growth of an innovative educational product. This is where it happens. customer

introduction and the initial demand is formed.

2. Stage of growth. At this stage, the main marketing strategy of the company is to penetrate deep into the market and create a preference for the service. To achieve a competitive advantage, it is necessary to expand the list of services, more actively implement related services (maintenance of the service), periodically upgrade the service, reduce the price.
3. The maturity stage is characterized by the saturation of the market with a product; the rate of sales is falling, profit is falling; the firm defends its share in the market, reduces prices, there is usually a reorientation of advertising from product promotion to stimulating consumption. Specifics of the education sector at this stage, it is manifested in the fact that when saturation occurs, the sale of services is mainly due to the fact that new universities are identified that need this service or at the expense of appeals. In this situation, services are selected, the volume of demand for which can be tried to manage by offering related services, additional educational programs, etc. Otherwise, measures to stimulate sales don't make much sense.
4. The decline stage is characterized by a fall in sales - a reduction in the number of competitors, marketing costs, lower profits, prices. At this stage, marketing activities are usually curtailed. For educational service this stage comes when there is an alternative way of introducing an educational program - more efficient and cheaper. However, for some educational services, the decline stage may not come at all.

Promotion of innovative educational product is distinguished by the following aspects.

1. Presence / absence of creative elements of innovation. Innovative source activity creative, its formation and subsequent activities are probabilistic character.
2. The danger of an end in innovation activity. Advertising innovative activity leads to the construction of systems of innovation as a goal rather than a desire to implement them to meet specific challenges and needs.
3. Material side. An undoubted criterion of modern reality is the real possibility of material achievements as a result of innovative activity.

A concrete result identifies the need to address organizational issues of supporting innovators. Such issues should be addressed by both local and federal authorities, up to and including state budget standards.



An important stage in promoting innovation in education is the process of positioning, including within the exhibition activities. This makes it possible to highlight the benefits of the product by studying and analyzing the target segment; to determine the relevance of the innovative product, as well as ways to the positioning of an educational organization on the educational market of services.

Organization of all activities on development, introduction and promotion should be based on a number of principles: coordination and completeness of cycle management on development, introduction and promotion; selection and implementation of the most priority areas; stages of development, introduction and promotion of IE; consistency; openness; strategic partnership and integration; comprehensive provision of necessary resource flows, etc.

In the framework of the exhibition activity the platform serves as the initial stage, based on the priorities of its organizers, allowing each Member State to define for itself the types of activities to achieve of the goals of the "Europe 2020" strategy. For example, to make it more efficient and faster the achievement of these priorities The European Commission identified 7 specific areas presented by as flagship initiatives:

- 1) "Innovation Union aims" to establish conditions and provide affordable funding for research and innovation, ensuring that innovative ideas can be transformed into products and services that generate growth and employment.
- 2) "Youth on the move" - an area designed to enhance the productivity of education systems and to promote the inclusion of youth in the ore market.
- 3) "A Digital Agenda for Europe" is focused on optimizing high-speed internet connections and the benefits of the digital market in the home and the workplace.
- 4) "Resource efficient Europe". It is designed to help decouple economic development from resource use, sustain shifts towards a lower carbon economy, develop renewable energy sources, modernise the transport sector and promote productivity of energy.
- 5) "An industrial policy for the era of globalization" implies strengthening the business environment, especially small and medium enterprises and promotes the development of a strong and sustainable industrial base that is capable of competing in the global marketplace.
- 6) (6) "Agenda for new skills and jobs" is designed to modernize labour markets and enable people, through the

development of their own skills, to expand their work life cycle and better meet market requirements, including through labour mobility.

- 7) "European Platform against Poverty" is designed to guarantee social and territorial integrity.

For each of these initiatives it is advisable to develop a promotion program, which includes a set of measures not only to explain the content, possible participants, but also the expected benefits of the program implementation.

In order to ensure the effectiveness of their implementation, the structure the EU, as well as EU Member States, should monitor progress through regular monitoring of progress, meetings and negotiations held during the exhibition activities and informal events.

If the "Euro 2020" strategy, the Education and Learning Concept (ET2020) and the European Higher Education Modernization Plan demonstrate the political and strategic framework of the EU's education policy, the Erasmus+ programme is one of the main instruments to achieve the following of the objectives set out in those documents.

The Erasmus+ programme as a tool to promote an innovative product, the Euro 2020 strategy, has been implemented since 2014 in parallel with the multiyear development plan that the EU is using to achieve its goals in the field of education up to the year 2020.

2020.3 "Erasmus+" is an umbrella programme that brings together all previous EU education programmes ("Erasmus", "Erasmus Mundus"), "Tempus" and others.) It's structured into three key areas:

1. Mobility - groups all types of programs that distinguish this direction as the main component. Mobility is implemented at all levels of education (from school to adult).
2. Cooperation - brings together all subprogrammes aimed at strengthening cooperation between structures higher education and other organizations (business, research centres, NGOs, etc.), as well as between different regions of the world. One of the important features of the programme "Erasmus+ is that its directions are available to almost every country in the world. This is an important aspect that points to a significant evolution of EU higher education programmes: from the European (regional) dimension, which characterized EU education programmes in the early 1990s, they are moving increasingly towards a global dimension.
3. Supporting education policy reforms. This direction aims to stimulate policy debate on



education in Europe (in particular, regarding the Bologna Process) and promoting the aspiration to the European Higher Education Area.

This programme could be more successful if it were accepted by national higher education institutions. However, the difficulty of its implementation lies both in its parameters and in the complexity of its adaptation to the Uzbekistan educational system. Lack of available information, motivation and a single "denominator".

The educational systems of Europe and Uzbekistan are accompanied by the unwillingness of the majority of higher education institutions to penetrate into the essence of the program and even more so to implement it. Promotion activities in this area should contribute to the establishment of feedback and strengthen the following personal relationships between the participants.

All Erasmus+ subprogrammes have a number of horizontal priorities (innovation, entrepreneurship skills, information and communication technologies and open educational resources, multilingualism, equality and inclusion), which are set out in the programme and should stimulate cooperation between universities and the business community through strategic partnerships. This is transnational projects that bring together various cooperating organizations in order to implement innovative practices leading to high-quality education, training and professional development, institutional modernization and social innovation. Cooperation with business structures is also highlighted in Knowledge Alliance projects aimed at stimulating the development of entrepreneurial, innovative and innovative competencies in disciplines and ensuring innovation in higher education through a more interactive learning environment and enhanced knowledge through exchange between the business sector and the field of higher education.

Uzbekistan has access to this under the "Erasmus+" program, but with some reservations: national universities cannot act as project coordinators and cannot participate in the national projects. In this case, no promotional activities will contribute to the communication effect of their implementation.

Most higher education institutions in Uzbekistan (especially in the regions) are not able to implement the described programs. This is due not only to poor awareness and lack of understanding of the need to introduce this innovation, but also to the lack of interrelation of science with the business community. However, implementation of the Tempus program has made a significant contribution to the modernization of higher education in Uzbekistan through the development of unified curricula.

"Tempus has influenced teaching methods and provided opportunities to improve English language skills and computer technology.

The establishment of information technology centres and international departments, as well as the improvement of library management systems, are some of Tempus' most significant achievements. Consequently, this program has become an important tool to motivate administrative staff, and has also had a significant impact on implementation quality assurance systems. The considered educational programs have a clearly defined implementation structure connected with the instruments of promotion in the international context. The target audience in this aspect is polar. On the one hand, the universities, which accept the conditions for the implementation of educational programs "Tempus", "Erasmus+", etc., and on the other hand, the business community, wishing to participate in projects implemented through the strategy "Euro 2020" and funded by the EU.

Information dissemination to the end consumer is carried out at international, national, regional educational exhibitions. International exhibition activities are especially relevant for higher education institutions that host new educational standards, as well as for HEIs promoting their educational services abroad, especially when it comes to educational programs designed for of foreign consumers. In any case, the effectiveness is determined by the possibilities of the exhibition:

- To carry out direct communication with potential partners interested in obtaining information about any race.
- To implement an algorithm of promotional activities to promote educational programs and motivate the end consumer;
- To scan the prevailing needs and current trends in the global and regional educational markets;
- To conduct research and study strategies for the implementation of new educational programs competitive higher education institutions in comparison with their own capabilities and identify possible options for positioning and further promotion of the educational program.

Participation in the exhibition is associated with clearly defined goals and objectives and should be confirmed by the results of market research and economic efficiency at the exhibition.on the basis of pre-show preparation.

Exhibition preparation includes the development of a stand concept, the choice of space and configuration of the exhibition stand; development of an advertising campaign for the duration of the exhibition-delegation of authority, definition work techniques.and work technology.



The location of competitors at the exhibition must be taken into account. Location in relation to competitors has its own peculiarities, which are that the exposure in one the block with the nearest competitors on the basis of uniformity of programs, complexity of realization of an educational program, type of educational institution etc. allows to count on that visitors of this part of an exhibition will represent a target group interested in a particular product. On the other hand, the visitor's attention can be dispersed by a large number of similar offers, so it is advisable to use a corner stand to cross attract consumers. The location of the stand is appropriate separately from competitors, which allows the university's programs to be distinguished from other exhibitors in close proximity, but in this case the target group may be concentrated in the location of of the main proposal. In any location relative to competitors, the main recommendation remains to avoid the choice of a dead-end location with no through passage.

A key component before the exhibition and stand is the development of promotional and information handouts. The effectiveness of these materials is largely dependent on them. of the stand's work, as handouts distributed at the exhibition remain with potential consumers of educational services and have a time-prolonged effect that can influence the decision to adopt an educational program.

The set of advertising and information materials for work at the exhibition may differ depending on the type of the exhibition itself and the region where it is held for the European and American educational markets, the main educational products advertised are the following

at exhibitions, are Masters programs of double diploma; short-term programs (semester programs, summer schools, etc.); programs of learning language; internships.

Thus, all the information contained in the promotional materials (especially in multi-page advertising materials), as well as all the information contained in the promotional materials (especially in multi-page advertising materials, booklets) should be systematized and structured in accordance with the goals, objectives and position of the university at the international educational level of the market. The content should be detailed and reflect participation in a programme aimed at building capacity in higher education. Webinars to inform future participants in the programme as part of the Bologna Concession and the creation of electronic pages are supportive elements that influence the desire to scientists, students and representatives do business to participate in education projects.

## DISCUSSION AND CONCLUSIONS

All educational projects ("Erasmus", "Erasmus+") are part of the Lisbon Strategy, "Tempus and others) contribute to capacity building in higher education and aim to modernize higher education systems in partner countries from other regions of the world. Therefore, the participants of the exhibition activities are higher education institutions that act as project coordinators and participate in national projects together with others partner countries and business communities.

Participating in international educational exhibitions in Europe, universities to attract business communities and end users should present a set of advertising and information materials: image or information-image booklet about the university (with general information about the university, its history, structure (faculties, departments), areas of training, scientific activities, student life, etc.); a directory with a list of proposed educational services (with a section on

types of programs, description and main parameters of programs, cost of education) and description of ways to implement priority educational programs for the university; separate brochures on educational programs of education (with detailed information on each program individually or by types of programs, such as double diploma programs); university business cards or university representative (usually a member of the department of recruiting foreign nationals and working with representatives of business communities); multimedia presentations and videos about the university, electronic versions of advertising and information materials recorded on CD or flash card.

The success of the company's participation in exhibition events largely depends on the art of exhibition design expositions, properly prepared advertising and information materials and effective accompanying promotional activities. Qualitatively conducted exhibition campaign and further work with existing contacts after the educational exhibition can significantly affect the future success of the university in promoting educational programs and recruiting foreign applicants.

As a result of the research of possibilities of realization of innovative programs in the sphere of education bottlenecks affecting the efficiency of the educational system as a whole have been identified. Imperfection of motivation mechanisms at the level of individual higher education institutions, lack of strong relations with representatives of business communities, low level of awareness of the faculty about the prospects of a number of educational institutions

Unfortunately, the whole system of education in Uzbekistan is deprived of a solid foundation. The problem of bringing information to the staff and



management of higher education institutions can be solved by means of marketing promotion tools. One of them is exhibition activity which is aimed at acquaintance of the consumer with innovative service and establishment of firm relationships with different universities and business partners.

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