

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

8
2023



Tosh o'rmoni
(Navoiy viloyati)

08.00.01 Iqtisodiyot nazariyasi
08.00.02 Makroiqtisodiyot
08.00.03 Sanoat iqtisodiyoti
08.00.04 Qishloq xo'jaligi iqtisodiyoti
08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
08.00.06 Ekonometrika va statistika
08.00.07 Moliya, pul muomalasi va kredit
08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
08.00.09 Jahon iqtisodiyoti

08.00.10 Demografiya. Mehnat iqtisodiyoti
08.00.11 Marketing
08.00.12 Mintaqaviy iqtisodiyot
08.00.13 Menejment
08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
08.00.17 Turizm va mehmonxona faoliyati



74-91 xalqaro daraja
ISSN: 2992-8982



Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Bosh muharrir:

Sharipov Qo'ng'irotboy Avezimbetovich

Elektron nashr. 426 sahifa, 30-avgust, 2023-yil.

Bosh muharrir o'rinbosari:

Karimov Norboy G'aniyevich

Muharrir:

Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Rae Kvon Chung, Janubiy Korea, TDIU faxriy professori, "Nobel" mukofoti laureati

Salimov Oqil Umrzoqovich, O'zbekiston fanlar akademiyasi akademigi

Abduraxmanov Kalandar Xodjayevich, O'zbekiston fanlar akademiyasi akademigi

Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari

Toshkulov Abduqodir Hamidovich, i.f.d., prof., O'zbekiston Respublikasi Prezidentining yoshlar, fan, ta'lim, sog'liqni saqlash, madaniyat va sport masalalari bo'yicha maslahatchisi o'rinbosari

Buzrukxonov Sarvarxon Munavvarxonovich, i.f.d., O'zR Oliy ta'lim, fan va innovatsiyalar vaziri o'rinbosari

Sharipov Qo'ng'irotboy Avazimbetovich, t.f.d., prof., TDIU rektori

Oblamuradov Narzulla Naimovich, i.f.n., dots., O'zR Tabiat resurslari vaziri o'rinbosari

Djumaniyazov Maqsud Allanazarovich, Qoraqalpog'iston Respublikasi Tabiat resurslari qo'mitasi raisi

Axmedov Durbek Kudratillayevich, i.f.d., prof., O'zR Oliy Majlisi qonunchilik palatasi deputati

Utayev Uktam Choriyevich, O'zR Bosh prokuraturasi boshqarma boshlig'i o'rinbosari

Ochilov Farxod, O'zR Bosh prokuraturasi iqtisodiy jinoyatlarga qarshi kurashish departamenti bo'limi boshlig'i

Eshov Mansur Po'latovich, i.f.d., prof., TDIU Akademik faoliyat bo'yicha prorektori

Xudoyqulov Sadirdin Karimovich, i.f.d., prof., TDIU YoMMMIB birinchi prorektori

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

Kalonov Muxiddin Baxritdinovich, i.f.d., prof., "O'IRIAM" ilmiy tadqiqot markazi direktori – prorektor

Yuldashev Maqsud Abdullayevich, p.f.d., prof., TDIU Moliya-iqtisod ishlari bo'yicha prorektori

Karimov Norboy G'aniyevich, i.f.d., prof., TDIU huzuridagi PKQTMO tarmoq markazi direktori

Hakimov Nazar Hakimovich, f.f.d. TDIU profesor

Yuldashev Mutallib Ibragimovich, i.f.d., TMI professori

Samadov Asqarjon Nishonovich, i.f.n., TDIU Marketing kafedrasini professori

Slizovskiy Dimitriy Yegorovich, t.f.d., Rossiya xalqlar do'stligi universiteti professori

Mustafakulov Sherzod Igamberdiyevich, i.f.d., prof., Xalqaro "Nordik" universiteti rektori

Aliyev Bekdavlal Aliyevich, f.f.d., TDIU professori

Po'latov Baxtiyor Alimovich, t.f.d., prof., Atrof-muhit va tabiatni muhofaza qilish texnologiyalari ilmiy-tadqiqot instituti

Axmedov Javohir Jamolovich, i.f.f.d., "El-yurt umidi" jamg'armasi ijrochi direktori o'rinbosari

Isakov Janabay Yakubbayevich, i.f.d., TDIU professori

Toxirov Jaloliddin Ochil o'g'li, t.f.f.d., Toshkent arxitektura-qurilish universiteti katta o'qituvchisi

Kamilova Iroda Xusniddinovna, i.f.f.d., TDIU dotsenti

Nosirova Nargiza Jamoliddin qizi, i.f.f.d., TDIU dotsenti

Sevil Piriyeva Karaman, PhD, Turkiya Anqara universiteti doktoranti

Yaxshiboyeva Laylo Abdisattorovna, TDIU katta o'qituvchisi

Rustamov Ilhomiddin, f.f.n., Farg'ona davlat universiteti dotsenti

Mirzaliyev Sanjar Maxamatjon o'g'li, TDIU Ilmiy tadqiqotlar va

innovatsiyalar departamenti rahbari

Babayeva Zuhra Yuldashevna, TDIU huzuridagi Pedagog kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq Markazi xorijiy hamkorlik bo'yicha mutaxassis

Ekspertlar kengashi:

Hakimov Ziyodulla Ahmadovich, i.f.d, TDIU dotsenti

Tuxtabayev Jamshid Sharafetdinovich, i.f.f.d, TDIU dotsenti

Imomqulov To'liq Burxonovich, i.f.f.d, TDIU dotsenti

Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti,
O'zR Tabiat resurslari vazirligi,
O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

"Yashil iqtisodiyot va taraqqiyot"
jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi 336/3-
sonli qarori bilan ro'yxatdan
o'tkazilgan.



MUNDARIJA

JSTga a'zolik Yangi O'zbekistonni jahon iqtisodiyotiga olamshumul integratsiyalashtiradi	6
Muxiddin Kalonov , i. f. d., professor	
O'zbekistonda ipakchilik sanoatining rivojlanish strategiyalari samarasi.....	11
Jumayev Olimjon Sadulloevich , tadqiqotchi	
"Yashil" iqtisodiyot va uni shakllantirish masalalari.....	18
Yokubjanov Doniyor Islom o'g'li , tayanch doktorant	
Suv ta'minot korxonalarining biznes jarayonlari bo'yicha asosiy samaradorlik ko'rsatkichlari (KPI)ni baholash.....	24
Saidakbarov Xusniddin Abdisalomovich , PhD	
O'zbekiston fond bozorida investorlarning pul mablag'larini jalb qilish mexanizmlaridan foydalanish.....	27
Karimov Akramjon Ikromjon o'g'li , PhD	
Ishchi kuchi bozorining amal qilish metodologiyasi	34
Mamaraximov Bekzod Erkinovich , i. f. n., dotsent	
Yashil turizmni rivojlantirish va takomillashtirish istiqbollari.....	39
Normurodova Zebo Eshmaxmatovna , kafedra o'qituvchisi	
Suv resurslaridan foydalanishning samaradorligini baholashga yondashuvlar.....	44
Axmedov Sayfullo Normatovich , t. f. n., mustaqil tadqiqotchi	
Samarqand viloyatida xizmat ko'rsatish sohasining holati va innovatsion rivojlanish tendensiyalari tahlili.....	50
Berdiyev Anvar Abduraxmonovich , tayanch doktorant	
Mamlakatimizda markaziy bank monetar siyosatini amalga oshirishning amaliy holati	56
G'aybullayeva Zilola Raxmatullo qizi , mustaqil tadqiqotchi	
Tijorat banklari kapitalidagi mavjud davlat ulushlarini kamaytirish	61
Olimjanova Nigora Alisherovna , mustaqil izlanuvchi	
Infratuzilmaviy investitsiya loyihalarini moliyalashtirishda islom moliya bozorining roli.....	65
Saydirasulov Laziz Alimovich , doktorant	
Balansning tarkibiy tuzilishi va unga ta'sir etuvchi omillar	71
Tulayev Mirzakul Salamovich , kafedra dotsenti; Axmedov Akbarali Sultonmurodovich , i. f. n (PhD)	
Интеграция современных информационных систем в аудит бюджетных организаций	78
Урдабаев Жарылкап Ермакбаевич , независимый исследователь	
Формирование и использование ресурсного потенциала промышленных предприятий.....	83
Махмудов Носир Махмудович , д. э. н., профессор; Фозилова Фирангиза Комиловна , докторант	
Qishloq xo'jaligi ekinlarining yovvoyi ajdodlarini genofond sifatida asrash va ulardan samarali foydalanish zarurati.....	89
Sherali Xolliyev , kafedra o'qituvchisi	
Turizmni rivojlantirishda axborot texnologiyalarning o'rni	94
Yuldasheva Dilnoza Ulugbekovna , mustaqil tadqiqotchi	
Sanoat klasterlarini tashkil etish va boshqarishning o'ziga xos jihatlari.....	99
Xakimov Ziyodulla Axmadovich , dotsent; Axmadova Rayxona Jasurbek qizi , tadqiqotchi	
"Universitet-ishlab chiqarish" integratsiyasi sharoitida oliy o'quv yurtlarining innovatsion rivojlanishini boshqarishning nazariy qoidalari.....	103
Shamshiyeva Nargizaxon Nosirxo'ja qizi , iqtisodiyot fanlari nomzodi, dotsent	
Farmatsevtika sanoati raqobatbardoshligini oshirishda farmatsevtikaga ixtisoslashgan erkin iqtisodiy zonalardan foydalanishning xorij tajribasi.....	108
Abdiyeva Flora Botir qizi , tayanch doktorant	
Hududlar ijtimoiy-iqtisodiy rivojlantirishga ilmiy yondashuvlar	114
Abdullayev Farxod Ozodovich , mustaqil tadqiqotchi	
Budjet-soliq va pul-kredit siyosatini muvofiqlashtirishda fiskal va monetar qoidalardan foydalanishning nazariy jihatlari	119
Hakimjon Hakimov , tadqiqotchi	
Analyzing the Impact of External Debt on The Financial Security of the Country	125
Sanakulova Barnogul Rizakulovna , Doctor of Economic Science, Professor;	
Jamolov Mirzabek Mirjalil ugli , Senior researcher	



Sanoat korxonalarining iqtisodiy o'sishi va barqaror rivojlanishining o'ziga xos xususiyatlari.....	129
Avloqulova Sadoqat Sobirjon qizi	
Digital Advertising Oasis: Qatar's E-Marketing Revolution	133
Mirziyo Sodikov Odiljon ogli	
Tikuv-trikotaj korxonalari faoliyatida marketing tadqiqotlaridan foydalanishning SWOT tahlili	138
Ro'zmamatov Abbas Tolibjon o'g'li, magistrant	
Xorijiy investitsiyalar oqimiga ta'sir etuvchi omillarni aniqlash uchun ekonometrik regression model tuzish.....	144
Saydullayev Azamat Jo'raqul o'g'li, tayanch doktorant	
Eksport – mamlakat iqtisodiy o'sishiga ta'sir etuvchi asosiy omil sifatida	151
Sharifi Ahmad Sakhrob, mustaqil izlanuvchi	
Роль цифровизации туристической отрасли в повышении её экспортного потенциала страны	156
Суюнова Фотима Баходир кизи, базовый докторант	
Surxondaryo viloyati iqtisodiyotiga kiritilgan xorijiy investitsiyalar prognozi	161
Xatamov Nurbek Ochildiyevich, erkin tadqiqotchi	
Inson kapitalini oshirishda xodimlarni o'qitish va rivojlantirishning o'rni.....	169
G'aniyeva Dilnoza Baxriddin qizi, doktorant	
Совершенствование порядка исчисления и уплаты акцизного налога в Узбекистане	174
Жуманиязова Феруза, PhD, доцент	
Yevropa tiklanish va taraqqiyot bankidan investitsiya jalb qilish imkoniyatlari.....	179
Mamatov Bahromjon Shavkatovich, dotsenti, PhD	
Davlat-xususiy sherikligini rivojlantirishning xorijiy tajribalari	184
Mamayusupova Dilovarxon Begmatovna, mustaqil izlanuvchi, i. f. f. d. (RhD)	
Banklar moliyaviy barqarorligini ta'minlashda makroprudensial siyosatning o'rni.....	190
Nilufar Sharipova, PhD	
Dunyoda qorako'l teriga bo'lgan talabning pasayishi: sabab va oqibatlar	197
Nurillayev Jamoliddin Yarashevich, doktorant, i. f. n., dotsent	
Mehnat resurslarini faoliyatini tashkil etishning mezonlari va ko'rsatkichlari.....	201
O'roqov Mamurali Odil o'g'li, tayanch doktorant	
Biznes loyihalarini moliyalashtirishning xorij tajribasi	208
Razzaqov Jasur Hamraboyevich, dotsent, PhD	
Сравнительный анализ методов оценки финансирования инновационных разработок предприятие.....	212
Рузиева Дилноза Абдусаматовна, независимый исследователь	
IPOning muvaffaqiyatlilik darajasini aniqlash metodikasini takomillashtirish yo'llari	216
Saydullayev Shaxzod Sherzodovich, PhD	
Источники финансирования стартап-проектов и способы их привлечения	222
Хажиев Бахтиёр Душабоевич, dotsent, iqtisodiyot fanlari nomzodi	
Tashqi iqtisodiy munosabatlar sharoitida tashqi savdo va bojxona mexanizmlarini tartibga solish masalalari	227
Adizov Sardor Rashidovich, mustaqil izlanuvchi	
Shaxsning iqtisodiy xavfsizligini ta'minlash strategiyasini ishlab chiqish	231
Mamatov Sardor Axmatjonovich, mustaqil tadqiqotchi	
Malayziya iqtisodiyotida Islom kapital bozori ahamiyatining tahlili.....	238
Abrorov Sirojiddin Zuxriddin o'g'li, PhD	
Анализ современного состояния предприятий топливно-энергетического комплекса Узбекистана	243
Мирзахалилова Азизахон Алишеровна, докторант	
Moliyaviy savodxonlik orqali fond bozori savdolarida institutsional investorlar faolligini oshirish	249
Sultanov Maxmud Axmedovich, dotsent, PhD	
Qishloq xo'jaligi mahsulotlarini tashqi bozorlarga yetkazib berishda tijorat standartlarining o'rni	254
Xojiyev Elshod Yoqub o'g'li, PhD; Fayzullayev Shuhrat Sherali o'g'li, tayanch doktorant	
Особенности использования системно-процессного менеджмента в развитии зеленой экономики	259
Отакулов Махамаджон Каримович, PhD, и.о. доцент	
Milliy turizm tarmog'ida raqobat ustunliklarini aniqlashning ijtimoiy-iqtisodiy ahamiyati	264
Xalilov Sirojiddin Sherali o'g'li, PhD	
Sut mahsulotlari ishlab chiqarish korxonalarida "yashil marketing" strategiyalari.....	268
Eshmatov Sanjar Ashirqulovich, mustaqil tadqiqotchi, i.f.f.d.(PhD)	



O'zbekiston Respublikasida kredit mexanizmini takomillashtirish imkoniyatlari	272
Gadoyev So'hrob Jumakulovich , PhD, dotsent	
Влияние инвестиционной политики на инновационную деятельность в Республике Корея	277
Алимова София Розумбаевна , независимый исследователь	
Hududlarda oliy ta'lim va mehnat bozori integratsiyasi yo'nalishlarini takomillashtirish.....	282
Haqqulov Fazliddin Faxriddinovich , tayanch doktorant	
Bozor iqtisodiyoti sharoitida iqtisodiy potentsialni rivojlantirish.....	290
N. N. Ismatullayeva , tayanch doktorant	
Mahalliy byudjet daromadlari shakllanishi va muammolarining amaliy holati va tahlili.....	293
Ollokulova Feruza Mansurovna , PhD	
Temir yo'l transportidan samarali foydalanishning ekonometrik tahlili.....	298
Shakarova Difuza Ruzimuratovna , tayanch doktorant	
Формирование кредитного портфеля современного коммерческого банка.....	304
Жураева Нодира Фузулий кизи , ассистент кафедры	
Logistika kompaniyalarida yuklarni sug'urtalashni takomillashtirish yo'llari	310
G. Abduvosidova , kafedra o'qituvchisi	
Tumanlar va tadbirkorlikning rivojlanish darajalarini baholash uslublari.....	315
Nazarov Shohbek Isroilovich , magistrant	
Shaxsning iqtisodiy xavfsizligini ta'minlash strategiyasini ishlab chiqish	320
Mamatov Axmetjon Atajanovich , professor; Allaberganov Zakir Gayibovich , dotsent	
Moliya tizimini barqarorlashtirishda mahalliy budjetlarning imkoniyatlarini oshirish masalalari	327
Ollokulova Feruza Mansurovna , PhD; Eshonqulov Asliddin Mamatmurod o'g'li , magistrant	
Byudjetdan tashqari mablag'lari samaradorligini oshirishda davlat xaridlarining roli	330
Norov Akbar Ruzimamatovich	
Fond bozorini rivojlantirishning mamlakat iqtisodiy o'sish jarayonlari bilan bog'liqligi	335
Xoliqov Ulug'bek Rustamovich , t.f.n.	
Sun'iy intellektning tijorat banklari samaradorligiga ta'siri: xorijiy tajriba.....	341
N.N.Ro'ziyev	
O'zbekistonda turizmni rivojlantirishda investitsion loyihalarni jalb qilishning iqtisodiy mexanizmini takomillashtirish.....	350
Astanov Sherzod Rustamovich , mustaqil tadqiqotchi	
Assessing the Impacts of Modern Models for Increasing Textile Product Exports through Green Strategies.....	356
Nosirova Charos	
MDH mamlakatlarida islom moliyasini rivojlanish istiqbollari	364
Irgasheva Gulbahor Sodiqovna , tayanch doktorant	
Qayta ishlash sanoati korxonlarini iqtisodiy samaradorligini oshirishning zamonaviy yo'llari	369
Abduxamidova Gulxayo , tadqiqotchi	
Mintaqa iqtisodiyotiga kiritilayotgan xorijiy investitsiyalar statistik tahlili	374
Xatamov Nurbek Ochildivich , erkin tadqiqotchi	
Международный опыт развития регионов путем привлечения инвестиций через рынок капитала	380
Дадаханова Саида Махаммаджон кизи , докторант	
Искусственный интеллект как инструмент управления человеческими ресурсами	386
Хайдарова Малика Шакирджановна , преподаватель кафедры	
Surxondaryo viloyatida kichik tadbirkorlik rivojlanishining iqtisodiy-statistik tahlili	396
S.T.Toshaliyeva , PhD	
Jahon Savdo Tashkiloti faoliyati va unga a'zo bo'lish xususida.....	403
Ruzibayev Jahongir Nodirovich , tadqiqotchi	
Xufiyona iqtisodiyot ulushining oshishi O'zbekiston Respublikasi iqtisodiy xavfsizligiga bevosita tahdid sifatida.....	407
Nabiyev Feruz Nurmurodovich , tadqiqotchi	
Anoerob qayta ishlash jarayonini elektr impulsli ishlov berish	412
Imomova Nodira Shavkatovna tadqiqotchi, Sultonov Mansur Qilichevich PhD	
Milliy transport infratuzilmasini takomillashtirish.....	416
Xashimova Naima Abitovna , i.f.n., professor; Ergashev Shoxrux Vosiljon o'g'li assistent	
Korxonalar faoliyatida internet – marketing texnologiyalarini rivojlantirishning nazariy asoslar.....	421
M.A.Saparova , talaba	



DIGITAL ADVERTISING OASIS: QATAR'S E-MARKETING REVOLUTION



Mirziyo Sodikov Odiljon ogli

Master at Cesar Ritz Colleges Switzerland, Senior lecturer
at Tashkent State University of Economics and at Branch of
Plekhanov Russian University of Economics in Tashkent

Abstract: This article investigates the study of the effectiveness and impact of digital marketing and advertising on the experience of Qatar. Analysis of static data, a description of the many types of digital advertising, and the essential suggestions for choosing the best application for digital advertising are all provided. Furthermore, the success of e-marketing can be seen in Qatar's development into a popular travel destination worldwide.

Key words: marketing, digital marketing, digital advertising, artificial intelligence (AI), global tourism.

RAQAMLI REKLAMA OAZISI: QATARDA ELEKTRON MARKETING INQILOBI

Annotatsiya: Ushbu maqolada Qatar tajribasiga asosan raqamli marketing va reklamaning samaradorligi va ta'sirini o'rganish masalalari tadqiq etilgan. Statistik ma'lumotlar tahlil qilingan, raqamli reklamaning ko'p turlari tavsifi va raqamli marketing uchun eng samaralisi bo'yicha muhim takliflar berilgan. Raqamli marketing muvaffaqiyatini Qatarning butun dunyo bo'ylab mashhur sayyohlik joyiga aylanganidan dalolat beradi.

Kalit so'zlar: marketing, raqamli marketing, raqamli reklama, sun'iy intellekt, global turizm

ОАЗИС ЦИФРОВОЙ РЕКЛАМЫ: РЕВОЛЮЦИЯ ЭЛЕКТРОННОГО МАРКЕТИНГА В КАТАРЕ

Аннотация: В данной статье исследованы вопросы изучения эффективности и влияния цифрового маркетинга и рекламы на опыте Катара. Проанализированы статистические данные, раскрыты типы цифровой рекламы, даны необходимые рекомендации для выбора эффективности применения цифровой рекламы. Также Превращение Катара в глобальную туристическую точку является свидетельством синергии электронного маркетинга.

Ключевые слова: маркетинг, цифровой маркетинг, цифровая реклама, искусственный интеллект, глобальный туризм

INTRODUCTION

The digital era has been warmly welcomed by Qatar, a country that is fast rising and is famed for its futuristic cityscape and booming economy. This transition has resulted in a notable movement toward e-marketing in the nation, altering how companies advertise their goods and services. This article examines the e-marketing revolution taking place in Qatar, its effects on the corporate environment, and the primary sources that helped fuel this change. Qatar's particular combination of heritage and modernity has made it a well-liked tourism destination on a worldwide scale in recent years. Thanks to its stunning architecture, extensive cultural heritage, and breathtaking landscapes, Qatar has been successful in attracting a steady stream of tourists from all over the world. Actually, e-marketing, a generally undervalued force, is what's causing this rise in tourism. Qatar has been successful in drawing a regular stream of tourists from all over the world thanks to its gorgeous architecture, rich cultural legacy, and amazing landscapes. E-marketing, a frequently underappreciated force, is actually what's driving this increase in tourism. Technology and marketing tactics have been combined to great effect, turning Qatar into a digital haven that entices tourists.

Qatar's Emergence on the Global Tourism Stage

This literature review delves into the various aspects of Qatar's emergence as a global tourism destination and the pivotal role played by e-marketing in this journey. Qatar's ascent as a prominent global tourism destination has been a subject of interest for researchers and industry experts alike. Qatar's strategic invest-

ments in infrastructure, cultural development, and sports events have been key drivers of its tourism growth. The country's commitment to hosting international events like the FIFA World Cup 2022 has positioned it as a hub for sports tourism (Al-Thani, S., 2018). The landscape of e-marketing has evolved significantly over the past decade, driven by advancements in technology and changes in consumer behavior. Mobile marketing and social media marketing (Al-Emran et al., 2019) have emerged as dominant trends, allowing businesses to reach and engage with consumers in more personalized ways. Additionally, the integration of AI and machine learning in e-marketing strategies (Choudhury & Harrigan, 2018) has enabled data-driven decision-making and improved customer targeting.

RESEARCH METHODOLOGY

This study aims to investigate the effectiveness and impact of e-marketing strategies in the Qatari context. To achieve this, a quantitative research approach is adopted. Quantitative research allows for the collection and analysis of numerical data, enabling us to establish relationships, patterns, and trends related to e-marketing practices in Qatar.

The Role of E-Marketing in Qatar's Tourism Growth

E-marketing has played a crucial role in Qatar's tourism growth, helping to shape its image and attract a diverse range of travelers. Research emphasizes the effectiveness of social media platforms in promoting Qatar's attractions and cultural experiences (Choudhury, P., & Harrigan, P., 2018). The study underscores the impact of user-generated content, where travelers' photos, videos, and reviews create an authentic portrayal of the destination, influencing potential visitors' perceptions.

The importance of influencer partnerships in e-marketing campaigns is highlighted by (Marwaha, S., & Al-Ansari, Y., 2016), who suggest that collaborations with travel influencers can significantly impact destination awareness and interest. Qatar's tourism authorities have strategically engaged influencers to showcase various facets of the country, from its luxury offerings to its rich cultural heritage.

E-Marketing Strategies: Numerous e-marketing techniques have been successful in raising brand awareness and encouraging client interaction. Content marketing has been popular as a way to give customers useful information while establishing brand authority. For increasing online visibility and bringing visitors to websites, search engine optimization (SEO) and pay-per-click (PPC) advertising are still essential. The email marketing is still a profitable strategy for developing client relationships and increasing conversion rates (Kumar & Pansari, 2016).

E-marketing challenges: Despite its advantages, e-marketing has difficulties that companies must overcome. Due to growing privacy concerns, strict data protection laws like the GDPR have been implemented (Hashem et al., 2019). This is because data collecting and tracking have expanded. Maintaining constant visibility and engagement on social media platforms is difficult due to the algorithms' quick changes (Kaplan & Haenlein, 2016). Furthermore, the reach of e-marketing initiatives may be constrained by the digital divide among populations (Al-Atwan & Cheong, 2015).

E-Marketing in Qatar: E-marketing is essential for addressing the tech-savvy people in Qatar, a country with significant internet penetration and mobile device usage. Businesses in Qatar have used e-marketing methods adapted to the regional context with an emphasis on maintaining cultural values (Smith, J. K., & Al-Mansoori, R.,2020). However, while creating e-marketing campaigns for the Qatari market, it is important to take into account difficulties such linguistic preferences and cultural sensitivities.

ANALYSIS AND RESULTS

Digital Advertising

Digital advertising has gained significant traction in Qatar as businesses strive to connect with their target audience in the digital landscape. With a high internet penetration rate and a tech-savvy population, various digital advertising strategies have emerged to effectively engage consumers. Let's explore some key digital advertising methods in Qatar, including audio advertising, banner advertising, classifieds, influencer advertising, search advertising, and video advertising, supported by relevant references.

1. **Audio Advertising:** Audio advertising involves promoting products or services through audio channels such as podcasts, streaming music platforms, and radio apps. In Qatar, where mobile usage is prominent, audio advertising offers a way to reach consumers on-the-go. Brands can create captivating audio ads that resonate with listeners, delivering their message in a non-intrusive manner (Deloitte, 2019)



2. **Banner Advertising:** Banner advertising involves placing visual ads, such as banners or display ads, on websites and mobile apps. These ads can be static or dynamic, and they appear across various digital platforms. Banner advertising is an effective way to increase brand visibility and drive traffic to a brand's website or landing page. (Al-Thani, S., 2018).
3. **Classifieds:** Classified advertising involves promoting products, services, or job vacancies through online platforms dedicated to classified listings. These platforms are popular in Qatar, providing an avenue for individuals and businesses to buy, sell, or advertise services within the local community (Marwaha, S., & Al-Ansari, Y. (2016).
4. **Influencer Advertising:** Influencer marketing leverages the popularity of social media influencers to endorse products or services. In Qatar's digital landscape, influencers play a significant role in shaping consumer opinions and preferences, making influencer advertising a valuable strategy for brand promotion. (Wadha, S., 2020).
5. **Search Advertising:** Search advertising involves placing ads within search engine results pages, targeting users based on their search queries. This strategy allows brands to capture the attention of users actively seeking relevant products or services. It includes pay-per-click (PPC) campaigns and keyword optimization. (Cri. org. qa, 2020)
6. **Video Advertising:** Video advertising encompasses placing video ads on various online platforms, such as social media, streaming services, and video-sharing websites. Video ads can be engaging and convey a brand's message effectively, making them a popular choice for digital advertising in Qatar. (Zia, R. A., & Afzal, M., 2019).

As we can see, there are various forms of digital advertising. By looking at the statistics from 2017 to 2027, we can determine which of these forms of advertising was effective in Qatar for attracting tourists and clients during the previous seven years, as well as make predictions for the following three years. The market for digital advertising is anticipated to reach \$576 million in 2023, according to projections made by Statista. com. With a market value of \$204 million in 2023, banner advertising will continue to be the leading segment. By 2023, \$71. 80 will be spent on advertisements on average per user in the banner advertising market. Mobile devices will be responsible for 46% of all ad spending in the digital advertising market in 2027. By 2027, programmatic advertising will account for 79% of the digital advertising market's income. In 2022, Google's market share in the digital advertising market and a particular region will be 31%.

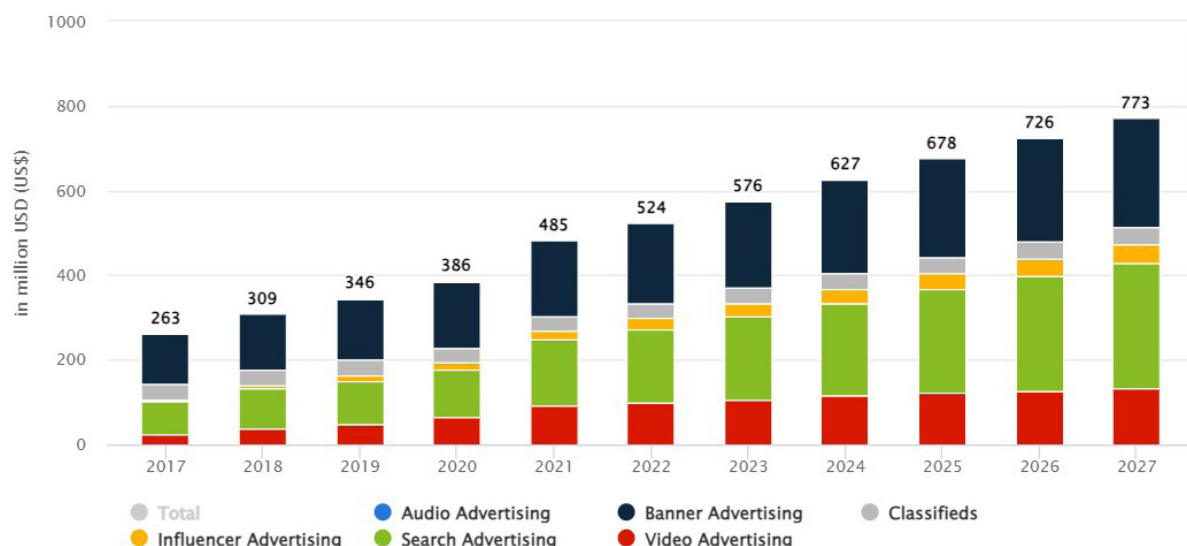


Figure 1. The Volume of advertising expenditures in the digital advertising market in Qatar. (Statista. com, 2023)

As we can see, Qatar's administration has been putting a lot of time and effort into getting ready for the FIFA World Cup Qatar 2022. A record 13 years have gone since Qatar was awarded the privilege to host the World Cup in Zurich in 2010. They have begun to develop the city into a smart city throughout that time, adding new stadiums, an automated metro system, etc. Figure 2 shows that, according to Statista. com figures, there are two categories of digital advertising—banner and search advertising—for which more money is invested and spent than on other forms of advertising like video, audio, etc.



in million USD (US\$)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Audio Advertising	1	1	1	1	1	2	2	2	2	2	2
Banner Advertising	120	132	144	159	180	189	204	219	232	244	257
Classifieds	36	37	37	32	34	36	37	38	39	40	41
Influencer Advertising	5	8	13	18	22	26	30	34	38	41	44
Search Advertising	77	93	103	110	155	174	196	220	246	271	296
Video Advertising	23	39	47	66	92	98	107	114	121	127	133
Total	263	309	346	386	485	524	576	627	678	726	773

Figure 2. Statistical data on types of digital advertising in Qatar (Statista.com, 2023).

Figure 3 shows which sectors spend more and less on digital advertising in Qatar between 2019 and 2022. In those four years, the industry with the highest percentage was FMCG (Fast-Moving Consumer Goods), which spent 30.5% of its budget on digital advertising. After FMCG, the telecom industry saw spending of 15.1% in 2019, a significant amount. However, as you can see in 2022, there was only 8.6% invested in this sector. This makes it clear that Qatar's funding strategy to support digital advertising differs depending on the industry, as we can see that the FMCG sector is regarded as an important and effective industry where they spend more, in comparison to other sectors like telecom, business services, pharma and healthcare, tourism, etc.

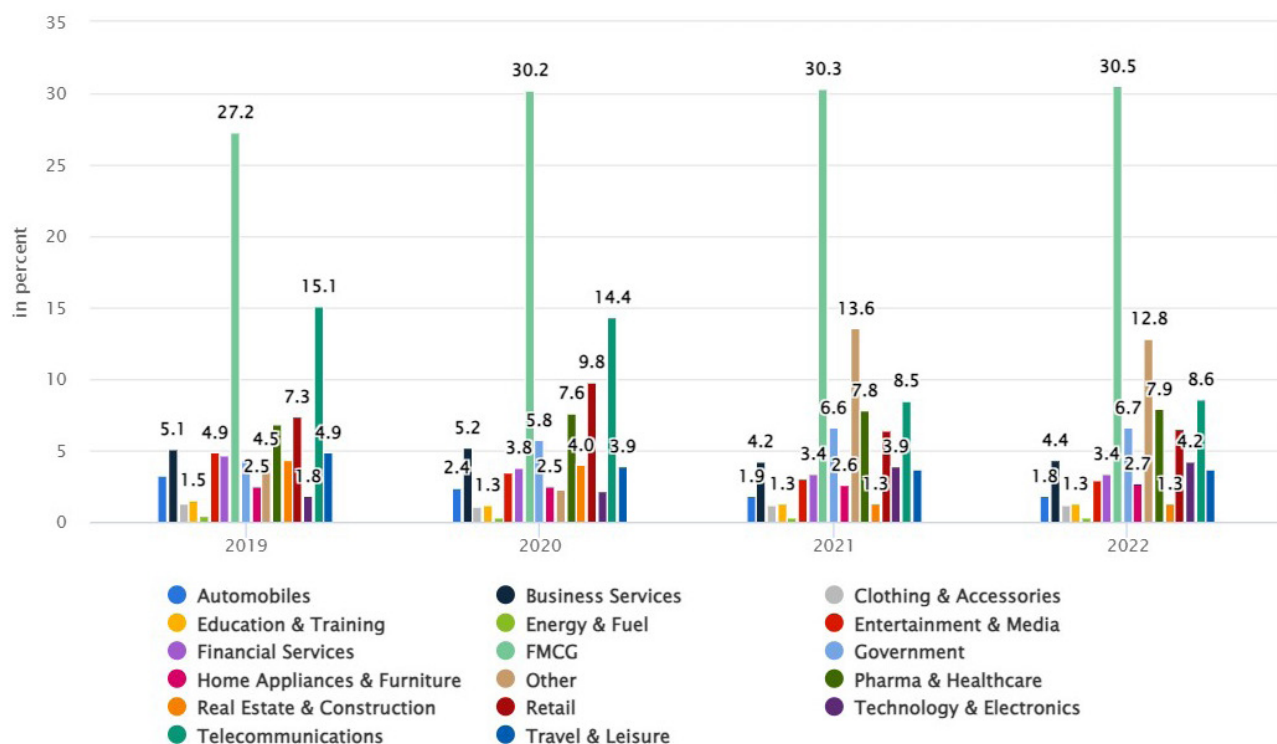


Figure 3. Industries that spent more and less on digital advertising in Qatar between 2019 and 2022. (Statista.com, 2023)



CONCLUSION

The development of Qatar as a popular travel destination around the world is evidence of the effectiveness of e-marketing and technology. The reviewed literature emphasizes the significance of e-marketing tactics in establishing Qatar's brand, attracting tourists, and increasing participation. The study examined the many forms of digital advertising in Qatar's various industries. In our opinion, banner, search, and video advertising are the forms of digital advertising that are most useful for promoting goods and services as well as drawing in tourists from abroad. Qatar's success story provides as motivation for other destinations wishing to take use of the power of e-marketing for sustainable tourism growth as it continues to innovate and adapt to the shifting digital landscape. Advertising in Qatar has various options to reach target consumers thanks to the country's vibrant online environment. Brands have a variety of tools at their disposal to design successful marketing campaigns that connect with consumers and spur company expansion, from audio and video advertisements to influencer alliances and search engine marketing.

List of references:

1. Al-Emran, M., Mezhyuev, V., Kamaludin, A., & Shaalan, K. (2019). The impact of social media marketing on consumer purchase intention. *Journal of Digital Marketing*, 7(2), 145–160.
2. Al-Thani, S. (2018). Digital Advertising in Qatar: Current Status, Challenges and Future Trends. *International Journal of Information Management*, 43, 138–144. doi:10. 1016/j. ijinfomgt. 2018. 08. 005
3. Choudhury, P., & Harrigan, P. (2018). Artificial intelligence in marketing: Antecedents and research directions. *Marketing Intelligence & Planning*, 36(7), 841–855.
4. Deloitte. (2019). Qatar's digital landscape. Retrieved from <https://www2.deloitte.com/content/dam/Deloitte/qa/Documents/technology-media-telecommunications/me-Qatar-Digital-Landscape-DTME-2019.pdf>
5. Hashem, I. A. T., Yaqoob, I., Anuar, N. B., Mokhtar, S., Gani, A., & Khan, S. U. (2019). The rise of 'big data' on cloud computing: Review and open research issues. *Information Systems*, 47, 98–115.
6. Kaplan, A. M., & Haenlein, M. (2016). Higher education and the digital revolution: About MOOCs, SPOCs, social media, and the Cookie Monster. *Business Horizons*, 59(4), 441–450.
7. Kumar, V., & Pansari, A. (2016). Competitive strategy in digital environments: A review and future directions. *International Journal of Research in Marketing*, 33(2), 207–222.
8. Marwaha, S., & Al-Ansari, Y. (2016). Digital Advertising Trends and Consumer Attitudes: A Study of Qatar. *International Journal of Business, Economics and Law*, 10(4), 74–82.
9. Smith, J. K., & Al-Mansoori, R. (2020). E-Marketing Trends in the Qatari Business Landscape. *International Journal of Digital Marketing Research*, 6(2), 75–92.
10. Qatar Computing Research Institute. (2020). Qatar Digital Advertising Report 2020. Retrieved from <https://qcri.org.qa/en/News/Detail/qatar-digital-advertising-report-2020/32929>
11. Wadha, S. (2020). The Power of Influencer Marketing in Qatar: A Study of Consumer Engagement and Trust. *International Journal of Management Studies and Social Science Research*, 3(9), 73–84.
12. Zia, R. A., & Afzal, M. (2019). The Role of Video Advertising in Building Brands. *International Journal of Economics, Commerce, and Management*, 7(9), 45–52.
13. The graphs was prepared with the reports. <https://www.statista.com/outlook/dmo/digital-advertising/qatar#ad-spend-ing>

Yashil

IQTISODIYOT va TARAQQIYOT

Jtmoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2023. № 8

© Materiallar ko'chirib bosilganda "Yashil iqtisodiyot va taraqqiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelavermasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga maqola, reklama, hikoya va boshqa ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

El.Pochta: sq143235@gmail.com

Bot: [@iqtisodiyot_77](https://t.me/@iqtisodiyot_77)

Тел.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, [@iqtisodiyot_77](https://t.me/@iqtisodiyot_77) telegram sahifamizga to'lov haqidagi ma'lumotni skrinshot yoki foto shaklida jo'natishingizni so'raymiz. Shu asosda har oygi jurnal yangi sonini manzilingizga jo'natamiz.

"Yashil iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi 26-uy.

