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ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ

АКТУАЛЬНЫЕ ПРОБЛЕМЫ
СОЦИАЛЬНО-ГУМАНИТАРНЫХ НАУК

ACTUAL PROBLEMS OF HUMANITIES
AND SOCIAL SCIENCES



ЭЛЕКТРОН ЖУРНАЛ

ЭЛЕКТРОННЫЙ ЖУРНАЛ

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Махсус сон

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АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

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Special Issue

ТОШКЕНТ-2023

БОШ МУҲАРРИР:

Исанова Феруза Тулқиновна

ТАҲРИР ҲАЙЪАТИ:

07.00.00-ТАРИХ ФАНЛАРИ:

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакаров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

09.00.00-ФАЛСАФА ФАНЛАРИ:

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Носирходжаева Гулнора Абдукаҳхаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети.

10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилович – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

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Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

12.00.00-ЮРИДИК ФАНЛАРИ:

Ахмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

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Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат ҳавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Гайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби

13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Хашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Тайланова Шоҳида Зайниевна – педагогика фанлари доктори, доцент.

19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Василя Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш

ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбахор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарқанд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

Содиқова Шоҳида Мархабоевна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси

23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атакулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

ОАК Рўйхати

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Телеграм канал: https://t.me/scienceproblems_uz

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MARKETING AUDIT AND ITS IMPACT ON IMPROVING THE COMPETITIVENESS OF THE COMPANY

Annotation. Currently, the processes of globalization of the world economy have turned the priorities of companies, and require them to systematically analyze favorable and crisis situations in marketing, as well as promptly respond to them. To ensure the necessary level of competitiveness, companies are looking for new and more advanced methods of analyzing their marketing activities that will allow them to adjust their policies and choose ways to increase competitiveness. As a result, a marketing audit was developed. The article analyzes the impact of marketing audit on the competitiveness of the company.

Keywords: marketing, marketing strategies, marketing audit, globalization, competitiveness.

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MARKETING AUDITI VA UNI KOMPANIYANING RAQOBATBARDOSHLIGINI OSHIRISHIGA TA'SIRI

Annotatsiya. Hozirgi vaqtda jahon iqtisodiyotini globallashuv jarayonlari kompaniyalarning ustuvorliklarini o'zgartirdi va ularni marketing bo'yicha qulay va inqiroz holatlarini muntazam tahlil qilishni talab qiladi, shuningdek ularga tezkor javob beradi. Raqobatbardoshlikni ta'minlash uchun kompaniyalar o'zlarining marketing faoliyatini tahlil qilish va raqobatbardoshlikni oshirish yo'llarini tanlash imkonini beradigan yangi usullarni qidirmoqdalar, ushbu natijasida marketing auditi ishlab chiqildi. Ushbu maqolada kompaniyaning raqobatbardoshligini oshirishda marketing auditining ta'siri tahlil qilinadi.

Kalit so'zlar: marketing, marketing strategiyalari, marketing auditi, globallashuv, raqobatbardoshlik.

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МАРКЕТИНГОВЫЙ АУДИТ И ЕГО ВЛИЯНИЕ НА ПОВЫШЕНИЕ КОНКУРЕНТОСПОСОБНОСТИ ФИРМЫ

Аннотация. В настоящее время, процессы глобализации мировой экономики перевернули приоритеты компаний, и требуют от них систематического анализа благоприятных и кризисных ситуаций в маркетинге, а также оперативного реагирования на них. Для обеспечения необходимого уровня конкурентоспособности, компании ищут новые и более совершенные методы анализа своей маркетинговой деятельности, которые позволят им корректировать свою политику и выбирать пути повышения конкурентоспособности. В результате, был разработан маркетинговый аудит. В статье проводится анализ влияния маркетингового аудита на конкурентоспособность компании.

Ключевые слова: маркетинг, маркетинговые стратегии, маркетинговый аудит, глобализация, конкурентоспособность.

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Introduction

Modern processes of globalization of the world economy have led to a shift in priorities in the activities of companies from the national to the global level, as a result of which companies need to continuously maintain the necessary level of competitiveness and response to constant changes in the external environment [1,2,3,4,5,6,7,8]. The increasing competition in the world markets forces the company's management to take an increasingly careful and responsible approach to the marketing aspect of its activities.

In the process of doing business in the foreign market, companies face many risks, for example, delays in entering the market of new products, incorrect identification of the target audience and, as a result, insufficient demand. Such miscalculations reduce the competitiveness of companies in foreign markets. The marketing component of the companies' activities is extremely important, and the elimination of inaccuracies in the developed concept plays an important role, on the one hand, when making a decision to enter the markets of foreign countries and, on the other hand, already with the direct functioning of companies in foreign markets. At the same time, in the modern world, competition has become global, and one of the goals of most companies is to achieve world standards.

Factors affecting the intensity of competition in the market and the degree of competitiveness of companies have varying degrees of predictability. Therefore, the company's management system should have such a tool that would allow it to successfully adapt to unexpected changes in market conditions, correctly formulate long-term goals and effectively coordinate its resources with the tasks set [9,10,11,12]. The tool that meets these requests is a marketing audit, with the help of which the company has the opportunity to minimize marketing risks without significant costs, thanks to an effective methodology, and develop a comprehensive plan of measures that contribute to achieving the company's goals and increasing its competitiveness in world markets.

Review of literature and research

The theoretical basis of the research was the works of foreign scientists on marketing, marketing audit and consulting: F. Kotler, V. Wong, J. Saunders, G. Armstrong, J.-J. Lanben, M. McDonald, M. Meldrum, Neil A. Morgan, G. Clark Bruce, R. Gooner, A. Rosenspan, D. Brownlee, S. White. The construction of the concept and strategy of marketing audit is analyzed in the works of M. Baker, D. Brudni, A. Shuchman, R. Krips, B. Enis. The research of S. Jones, J. Nevitt, J. Roma, M. Sollod, M. Harvey is devoted to the practical application of marketing audit. A huge contribution to the development of effective tools for conducting a marketing audit in the company was made by H. Gotsch, D. Mians and O. Wilson. Audit methods were actively developed by P. Rickard and B. Siars. A number of authors can be named who began to analyze in detail individual elements of marketing audit, among them V. Vinogradov, I. Krasnyuk, B. Mazmanova, V. Mikaelson, T. Matyushina, A. Ploshkin, O. Ploshkina, E. Popov, L. Popova, P. Salin, N. Silonova.

The need for companies to carry out a marketing audit in a crisis is emphasized in the publications of N. Braslavskaya, T. Zaitseva, E. Chikunova. The analysis of the methodology and

technology of marketing audit is devoted to the works of A. Bobrov, V. Gasparov, I. Korneeva, O. Cherednichenko.

In the studies of E. Smirnov and G. Trusov, the need for an audit in the process of managing the marketing activities of the enterprise is noted. In his research, the author relied on the basic theories of marketing presented in the works of foreign scientists G. Beckwith, B. G., J. Daniels, F. Kotler, J. Lenskold, N.-G. Olivier, L. Radeb.

The fundamental works devoted to methodological issues of competitiveness include the works of P. Jenster, M. Porter, E. Rice, J. Trout, D. Hussey.

The methodological basis of the research

Consists of general scientific methods of cognition: a systematic approach to the study of economic phenomena and processes in the world economy, comparative and situational analysis, deductive method and method of analogies, as well as logical and expert analysis.

Analysis and results

A prerequisite for maintaining the necessary level of competitiveness of the company is a systematic analysis of various favorable or crisis situations in marketing activities and timely response to them. The search for new and more advanced tools for analyzing the marketing activities of companies in order to adjust their policies and choose ways to increase competitiveness has led to the emergence of marketing audit. Its formation took place against the background of a change in marketing concepts and the strengthening of the processes of globalization of the world economy [13,14,15]. There are four main stages in the development of the audit direction in marketing. Since the middle of the XX century, the conception of marketing audit as a means of controlling the company's resources began, in the 80s, the audit focused on the socio-ethical concept of marketing - on the needs and interests of society. Since the mid-90s, the development of auditing has entered an active phase, this tool begins to be used to develop a marketing strategy. The current stage of development of marketing audit starts from the global financial crisis of 2008, which showed the need to turn to such marketing analysis tools that do not require significant financial costs.

According to the marketing agency Onix Marketing, in 2022, the market volume of marketing audit services exceeded \$ 800 million. in Europe and the USA. The average cost of research performed by a separate analytical structure for the year is estimated at \$ 20 million in developed countries.

According to the annual monitoring data (2010-2022), the increase in the volume of marketing audit services per year averaged 25-30%. The key factors that have triggered the rapid development of the marketing audit strategy over the past 10 years are:

- the increasing competition of companies in world markets due to the increasing processes of globalization;
- the need to take into account in marketing policy various changes in the economy, legal regulation, technology, ecology, society, politics, etc.;
- the desire of companies to timely review their marketing activities, policies and strategies in accordance with the ongoing changes in the market;
- the need for a clear orientation among a wide range of marketing tools, the right choice of the most appropriate means of distribution, product promotion, etc. to achieve the required level of competitiveness of both the company and its products in the market;

- search for a relatively inexpensive marketing research tool, which is most relevant in times of instability and financial crises.

Having passed the way in its development from the 60s to the present, marketing audit has managed to win the interest of both large international companies and a number of leading marketing specialists. Our review of the theoretical approaches of various authors to the interpretation of marketing audit allowed us to formulate this concept as follows: marketing audit is an analytical work to detect shortcomings in marketing activities and search for hidden potential based on a systematic study of the external and internal environment of the company [16,17,18]. The object of the marketing audit is the marketing activity of the company in specific market conditions. The audit evaluates not just a separate block of marketing policy, but in general the prospects of the company in the market, the adequacy of its products to the requirements of this market, therefore it is a more complex process than marketing research. The advantage of this tool lies in the efficiency of its implementation, unlike other types of research, which allows the company to respond in a timely manner to a particular change in the market situation, as well as to be aware of the general moods and expectations of consumers, competitors and other market participants [19,20,21,22,23,24,25].

Summarizing foreign experience in this area, it is possible to indicate the main directions of increasing competitiveness as a result of a marketing audit:

1. verification of compliance of the company's strategic intentions with existing market opportunities;
2. determining the marketing potential of the company;
3. assessment of the state and forecast of the development of the market environment, showing possible threats to the company's activities;
4. identification of the company's strengths and weaknesses, assessment of their impact on opportunities and threats from the market;
5. development of the company's strategies taking into account changes in market conditions and existing principles of regulation of activities;
6. studying and improving the effectiveness of marketing activities;
7. search for resources to generate additional competitive advantages;
8. timely identification of problem areas in marketing policy and development of ways to neutralize them;
9. correction of marketing programs and strategies;
10. creation of algorithms for actions in case of possible future problems similar to the current ones.

In this paper, the marketing audit strategy is understood as an algorithm for periodic research of the company's marketing activities in a short time and the development of recommendations based on it regarding marketing elements and their application to achieve the goals set by the company to gain competitive positions in the foreign market.

To form a marketing audit strategy, it is necessary to first consider the main intentions of companies regarding foreign expansion [26,27,28,29,30]. International companies include those companies whose commercial and production activities extend to foreign countries. It is advisable to divide these companies into two types, depending on their position relative to the foreign market:

- companies whose goal is to successfully enter the foreign market and conquer it;

- companies that have entered the foreign market and have been operating on it for some time, the purpose of which is to increase their share, maintain competitive positions and further development in this market.

Discussions

Conducting a marketing audit for the first type of companies can be considered the basis for developing a strategy to conquer the external market. When preparing decisions on entering the markets of other countries, the most important areas of audit are the study of consumers, competitors, suppliers and other factors, on the basis of which forecast assessments of the competitiveness of the company's products in these markets should be based. Among the components of the audit, a special role is played by the marketing concept that the company is going to present on the market, and here it is necessary to decide to standardize, modify or create a completely new concept for the external market. Marketing audit in this situation contributes to the selection of the necessary marketing actions to ensure the competitiveness of the company in a new market environment. It is equally important to conduct a marketing audit for a company operating in the foreign market. After entering the foreign market, the company is forced to continuously maintain the achieved level of competitiveness and constantly improve its work in all areas. To further consolidate the company in the market, it is necessary to conduct a marketing audit in order to determine strategic priorities and investment directions, primarily in those areas where the greatest competitive advantages can be achieved. Here, attention should also be paid to the audit of the constantly changing conditions of the company's functioning, such as the adoption of new laws, plans to enter the external (new external) sales market, operates in this external sales market, the strategy of penetration into the external market, the strategy of presence in the external market, the improvement of technical means of production, strengthening environmental protection, etc. [31]. Depending on these two types of companies, it is necessary to distinguish the strategy of penetration into the foreign market and the strategy of presence in the market. The penetration strategy has a direct impact on the long-term acquisition of a certain market share by the company's product and determines the development of a subsequent market presence strategy [32,33].

In connection with the growth of globalization and the increasingly close integration of various production, organizational and other processes among themselves, it is possible to formulate the concept of the company's competitiveness as follows: the competitiveness of a company is a qualitative indicator of its level of development, formed on such elements as: the company's activity in the external environment with the ability to respond to external influences and market changes; sustainability development of the internal environment of the company, conditioned by timely and positive changes; system support based on the above-mentioned elements of effective activity, which is expressed by the focus on acquiring competitive advantages in the market.

Thus, the level of competitiveness of the company is influenced by factors of both internal and external environment [34]. Therefore, the methodological basis for the formation of a marketing audit strategy of an international company, according to the author, should be a comprehensive review of the main parameters of marketing, as well as an assessment of the external environment in which the company will operate. The variety of environmental factors can be divided into two types: direct and indirect. Factors that have an immediate and direct

impact on the company relate to the environment of direct impact (meso-environment): consumers of products, competitive environment, resource providers and contact audiences.

All other factors that have an indirect impact relate to the environment of indirect impact (macro environment), which carries in addition to purely economic aspects and non-economic: state-political, socio-demographic, cultural and environmental factors. The level of the company's competitiveness in the foreign market largely depends on the continuous maintenance of the real marketing complex of the company on the threshold of potentially existing on the market. In this case, the audit covers the factors of the internal marketing environment of the company (microenvironments) – separate areas of the marketing complex by functions: audit of production (product and its concept) and sales functions (price, distribution, promotion). Conducting a marketing audit of the external environment, starting from indirect impact factors and ending with direct impact factors, allows for a step-by-step selection of a specific external market in which the company will expand its activities: drawing up a basis for selection, primary selection and, finally, the final choice. The procedure of sequential exclusion will lead to the fact that the most suitable markets for its activities will be in the field of view of the company, one of which can be chosen and achieve the necessary level of competitiveness.

Lists of control questions for each component of the company's marketing environment were developed on the basis of foreign methods of marketing audit. As it was revealed during the application of the audit strategy in the textile industry of Uzbekistan, this technique contributes to the rapid collection of information and the correct emphasis on problematic aspects of the company's functioning, which allows you to immediately identify recommendations for a number of measures aimed at improving the competitiveness of the company.

Conclusion

With the help of the marketing audit methodology – getting answers to the lists of control questions – it is also possible to analyze the internal environment of any company of interest at the level of available information sources. That is, this tool can be further used by national companies for periodic analysis of both their own marketing policy and the policy of their competitors in order to study their behavior strategies and the possibility of applying this experience in their activities to increase competitiveness.

The main directions of increasing competitiveness as a result of a marketing audit:

- 1) Verification of compliance of the company's strategic intentions with existing market opportunities;
- 2) Determining the marketing potential of the company;
- 3) Assessment of the state and forecast of the development of the market environment, showing possible threats to the company's activities;
- 4) Identification of the company's strengths and weaknesses, assessment of their impact on opportunities and threats from the market;
- 5) Development of the company's strategies taking into account changes in market conditions and existing principles of regulation of activities;
- 6) Studying and improving the effectiveness of marketing activities;
- 7) Search for resources to generate additional competitive advantages;

8) Timely identification of problem areas in marketing policy and development of ways to neutralize them;

9) Correction of marketing programs and strategies;

10) Creation of algorithms for actions in case of possible future problems similar to the current ones.

The advantage of this tool lies in the efficiency of its implementation, unlike other types of research, which allows the company to respond in a timely manner to a particular change in the market situation, as well as to be aware of the general moods and expectations of consumers, competitors and other market participants.

With strict adherence to the sequence of actions in the process of conducting a marketing audit, the efficiency of information collection, the quality of surveys and the development of a correction plan are significantly increased, as well as the total time spent on the audit is reduced. The advantages and disadvantages of each audit method indicated in the work allow a particular company to choose the best one for its activities.

Thus, marketing audit can rightfully be considered an integral part of the marketing management process in companies engaged in foreign economic activity, since it can be used to improve or reorganize the marketing system in a timely manner and, as a result, ensure the long-term prospects and competitiveness of the company in the foreign market. If domestic specialists and consulting companies that know the specifics of the national market of Uzbekistan adopt the foreign experience of marketing audit, then the professionalism of providing such services in the country will increase significantly.

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