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CONDUCTING MARKETING RESEARCH AND DEVELOPING THEM

Annotation. *Conducting marketing research in the development of the economy and their use in the study of markets, the study of consumer behavior, the use of the Internet to meet the needs of consumers.*

Keywords: *company, world economy, compact production, marketing research, specialization, websites, information technology, CRM, BI system, strategic planning, marketing mix, computer technology (CATI, CAPI, SAQ, BASIC), multimedia systems, internet portal.*

In the development of the world economy, it is necessary to conduct marketing research, taking into account changes in the world market. "In Russia today, 1,400 companies provide marketing research services." The fact that the country's economy is now seriously integrating and globalizing shows that there is a need for marketing research. The bulk of major and European projects are devoted to marketing research. That is why international research organizations are operating successfully in the markets. The deepening of the specialization processes of marketing research is aimed at conducting multifactorial research in the activities of agencies. As a result of such research, promising areas of activity of business and non-profit organizations will be developed.

Many marketing research agencies have their own websites. A virtual space is created through the activities of such Internet sites. In such places, consumers will be provided with information about the products. And they will have their rightful place in the market. It plays an important role in running a firm through in-depth analysis of information. Information is said to convey information about a particular object in any form. The information will be in report form, written form, audio, video and multimedia forms. They in turn lead to the development of many information technologies. For example, the CRM (Customer Relationship Management) information system, which conducts analyzes to improve customer service, optimize marketing, increase sales, collect customer and partner relationships in a single database and provide them with the necessary information. BI (Business intelligence) system, which performs business analysis and business-analytical functions and conducts many analytical processes.

The BI system is now known as an analytics software product. One of the most popular analytics programs is Marketing Expert-strategic planning; Kasatka - strategic and

operational planning; BEST Marketing - strategic planning; Marketing Mix is strategic and fast planning. Modern forms of production optimization through the use of various computer technologies began to be developed. Many problems began to be solved with the help of computer technology (CATI, CAPI, SAQ, ASASI). SAPI - Computer Assisted Personal Interviewing - this multimedia system uses computer technology, personnel change. CATI - Computer Assisted Telephone Interview is specialized software integrated into a single set of telephone interview preparation via computer terminals. SAQ - Self Administered Questionnaire - questions asked and answered through the widespread use of pocket personal computers. BASIC - Audio Computer Assisted Self-Administration - the necessary options are selected through a survey. Questionnaire (French translation of enquete - a list of questions) - is one of the main tools for conducting research through information. An online store is a process of following the rules for more than 1,000 respondents in e-mails based on customer requests. Through them, the activities of companies and firms are studied and used to develop new business strategies to maximize profits. Customer targeting is at the core of business strategies. In it, strategies are strengthened through new management and information technologies.

Also, the concepts of Internet portals of companies and firms are developed. In the virtual system, it serves consumers and buyers to create spaces in the hyper shell. All these processes are aimed at real consumers. Companies need to study consumer opinions. This practice is more widely used by Japanese firms, and consumer needs are met by launching new products to markets. One of the main reasons for the success of Japanese firms is the development of products with a creative approach to markets through a clear study of customer preferences. Japanese marketers quickly study the market, organize compact production, make extensive use of innovations through the introduction of new products, work on the basis of new ideas or creativity, determine the exact scale of globalization processes, apply the latest advances in information technology.

In conclusion, it can be said that marketing research is aimed at satisfying the desires and wishes of consumers on the Internet on the basis of information technology. Firms and companies with a compact, creative approach to Internet systems are making great strides in meeting consumer needs and capturing markets.

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ИҚТИСОДИЁТНИ ИННОВАЦИОН РИВОЖЛАНТИРИШ ШАРОИТИДА СУҒУРТА ФАОЛИЯТИНИ ДАВЛАТ ТОМОНИДАН БОШҚАРИШ

Аннотация. *Мақолада Ўзбекистон иқтисодиётини инновацион ривожлантириш шароитида суғурта фаолиятини давлат томонидан бошқариш тизими билан боғлиқ жараёнлар тадқиқ этилган. Суғурта фаолиятини давлат томонидан бошқариш тизимини такомиллаштиришга доир умумий тақлиф ва тавсиялар берилган.*

Калит сўзлар: *суғурта бозори, суғурта назорати, суғурта хизмати, суғурта полиси, суғурта шартномаси, суғурта муносабатлари.*

Бугунги кунда давлат суғурта назорати суғурта фаолиятини тартибга солишнинг муҳим унсури ҳисобланади ва давлат суғурта назоратини давлат томонидан тартибга солиш тизимининг бир қисми сифатида ифодалашимиз мумкин. Ўзбекистонда давлат назорати органи суғурта бозорини ривожлан-тириш ва уни тартибга солиш сиёсатини олиб бориш учун сиёсий, иқтисодий, мафкуравий йўналишдаги давлат ҳокимияти ижроия органларининг ташкил этиш, ижро этиш, фармойиш бериш фаолияти билан боғлиқ тузилмалар ва меъёрлар йиғиндисини ўзида намоён этади. Хусусан, суғурта муносабатларини тартибга солиш суғурта бозорини ривожлантириш сиёсатини олиб бориш, ушбу ривожланишдаги қарама-қаршиликлар ва тўсиқларни бартараф этиш, суғурталовчилар манфаатларини ҳимоя қилиш учун суғурта хизматлари бозорини давлат томонидан тартибга солиш меъёрлари билан ифодаланган.

Ўзбекистонда суғурта фаолиятини давлат суғурта назорати функцияси Вазирлар Маҳкамасининг 1998 йил 8 июлдаги 286-сонли қарорига асосан Молия Вазирлиги зиммасига юклатилган. Ўзбекистон Республикаси Молия вазирлиги хузурида Суғурта назорати давлат инспекцияси ташкил этилган. Ушбу қарорга муфовиқ Суғурта назорати давлат инспекцияси бошлиғи лавозимига кўра Ўзбекистон Республикаси Молия вазирининг ўринбосари ҳисобланади.