

IJTIMOIIY VA IQTISODIIY SOHALARNI INNOVATSION RIVOJLANTIRISHDA YOSH TADQIQOTCHILARNING ROLI



2
0
2
5

25-APREL

TALABALAR XALQARO ILMIY-AMALIIY
KONFERENSIYA TO'PLAMI

TOSHKENT MENEJMENT VA IQTISODIYOT INSTITUTI

“IJTIMOIY VA IQTISODIY SOHALARNI INNOVATSION RIVOJLANTIRISHDA YOSH TADQIQOTCHILARNING ROLI”

mavzusidagi talabalar xalqaro ilmiy-amaliy konferensiya
materiallari

25-aprel 2025-yil, Toshkent

Abdulazizova U.H., Fayzullayev Sh.SH.	OZIQ-OVQAT MAHSULOTLARI SOTUVIDA ELEKTRON TIJORATNING AHAMIYATI	79
Teshayev H., Narzullaeva G.S.	DIGITAL ECONOMY AND E-COMMERCE: THE CASE OF UZBEKISTAN	82
Гулик Д.Г., Магруппова З.М.	ЭЛЕКТРОННАЯ КОММЕРЦИЯ КАК КЛЮЧЕВОЙ ФАКТОР ТРАНСФОРМАЦИИ БИЗНЕС-ПРОЦЕССОВ	86
Sobirova N.B., Saidkulova F.F.	ZAMONAVIY IQTISODIYOTNING TARAQQIYOTIDA ELEKTRON TIJORAT VA RAQAMLI IQTISODIYOTNING O'RNI	88
Jabborov S.	BUHGALTERIYA HISOBIDA NOANIQLIK VA SUBYEKTIV BAHOLASH MUAMMOSI	92
Zakirova B.	HISOB SIYOSATINING MOLIYAVIY HISOBOTGA TA'SIRI VA UNI TANLASH MUAMMOLARI	95
Xoshimova M.	KONTINGENT MAJBURIYATLARNI MOLIYAVIY HISOBDA AKS ETTIRISH MUAMMOLARI	99
To'lashova M.Y.	KORPORATIV BOSHQARUV TAMOIYLLARINING MOLIYAVIY HISOB JARAYONLARIGA TA'SIRI	103
Mumindjanova P.	SOF FOYDANI HISOBLASHDA XARAJATLARNI TAQSIMLASHNING AHAMIYATI VA USULLARI	110
Raxmatullayev A.	NOMODDIY AKTIVLARNING HISOBINI YURITISH VA AMORTIZATSIYASI	115
O'ktamova S.M.	ESG (EKOLOGIK, IJTIMOIIY VA KORPORATIV BOSHQARUV) OMILLARINING MOLIYAVIY HISOBOTLARGA TA'SIRI	119
Соколов С.А., Дарибекова Н.С.	ОРГАНИЗАЦИЯ БУХГАЛТЕРСКОГО УЧЕТА ОПЕРАЦИЙ ПО ДВИЖЕНИЮ ЗАПАСОВ И МЕХАНИЗМ ИХ ОТРАЖЕНИЯ В КОНФИГУРАЦИИ «1С: БУХГАЛТЕРИЯ 8 ДЛЯ КАЗАХСТАНА»	122
Shakhzod S.	TRANSPARENCY MATTERS: WHY INFORMATION DISCLOSURE IS CRUCIAL DURING IPOs	125
Akbarov Sh.X.	QURILISH SOHASINI YANADA RIVOJLANTIRISHDA SONADAGI HR-MENEJMENT TIZIMINING O'RNI	128
Амирова Л.М., Магруппова З.М.	ПЛАНИРОВАНИЕ МАРКЕТИНГОВОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ	131
Shadiyeva Madina Dj., Narzullaeva G.S.	INTEGRATING NEUROSCIENCE INTO MARKETING STRATEGIES	134
Мансуров. А. А., Носирова Н.Дж.	РАЗВИТИЕ СКОРИНГОВЫХ ОПЕРАЦИЙ В КОММЕРЧЕСКИХ БАНКАХ РЕСПУБЛИКИ УЗБЕКИСТАН: ПРОБЛЕМЫ, ОПЫТ И ПЕРСПЕКТИВЫ	137
Сивкова Н.Е., Дарибекова А.С.	АНАЛИЗ И ПУТИ СОВЕРШЕНСТВОВАНИЯ ФИНАНСОВОЙ ДЕЯТЕЛЬНОСТИ ОРГАНИЗАЦИИ (ПРЕДПРИЯТИЯ, ФИРМЫ)	140
Ломоносова Е.В., Бирюков В.В.	ТЕОРЕТИЧЕСКИЕ ОСНОВЫ КОРПОРАТИВНОГО УПРАВЛЕНИЯ	143

INTEGRATING NEUROSCIENCE INTO MARKETING STRATEGIES

Shadiyeva Madina Djaloliddin qizi,

3rd year student, group 3-1 IKT-22,

Faculty of Economics and Tourism, Bukhara State University

Narzullaeva Gulchekhra Salimovna

Scientific advisor

Senior Lecturer, Department of Economics, Bukhara State University

Traditional marketing research predominantly relies on self-reported data, such as surveys and focus groups, which are susceptible to biases and may not accurately reflect subconscious preferences. Neuromarketing addresses these limitations by utilizing neuroscientific tools to observe real-time brain activity, providing a more objective understanding of consumer responses. This approach enables marketers to design strategies that resonate more effectively with target audiences by tapping into the underlying neural mechanisms that drive behavior. Neuromarketing is grounded in cognitive neuroscience and behavioral psychology, utilizing neural indicators such as attention, memory encoding, and emotional arousal to refine advertising campaigns, brand positioning, and product development. Understanding how the brain processes marketing stimuli enables businesses to create more persuasive and engaging consumer experiences. This paper aims to examine neuromarketing methodologies, analyze empirical findings, discuss ethical concerns, and propose future research directions.

Empirical studies utilizing these techniques have yielded significant insights:

- **Brand Preference:** Neural responses in reward-related brain regions have been linked to brand preference, suggesting that consumers' subconscious reactions can predict purchasing decisions.
- **Advertising Effectiveness:** EEG studies have shown that emotionally charged advertisements elicit stronger neural responses, correlating with higher recall and persuasion rates.
- **Product Packaging:** Eye-tracking research indicates that visual attention to product packaging influences purchase likelihood, emphasizing the importance of design elements.
- **Consumer Decision-Making:** fMRI studies have revealed that choices between competing products involve activation of the ventromedial prefrontal cortex, a brain region associated with valuation and preference formation.

- Emotional Triggers: Research suggests that advertisements triggering positive emotions (e.g., joy, nostalgia) activate the limbic system, increasing consumer engagement and brand loyalty.

A systematic review of technological advancements in neuromarketing found a trend of analyzing frontal and prefrontal alpha band signals among consumer emotion recognition-based experiments, corresponding to the frontal alpha asymmetry theory. The results emphasize the effectiveness of neuromarketing in refining marketing strategies, although its applicability depends on ethical and regulatory considerations.

Neuromarketing has been successfully applied in various industries:

- Retail: Optimizing store layouts, product placements, and in-store advertising based on eye-tracking and EEG studies.
- Entertainment: Enhancing movie trailers, music, and video game engagement through neuro-based content optimization.
- Healthcare: Designing more effective public health campaigns by analyzing emotional and cognitive responses to messaging.
- Finance: Understanding risk perception and decision-making in investment choices.

While neuromarketing has provided valuable insights, future research should focus on:

- Personalized Marketing: Using neurodata to develop AI-driven personalized advertising experiences.
- Cultural Variations: Examining how neurological responses to marketing stimuli vary across cultures.
- Ethical Frameworks: Developing standardized ethical guidelines to regulate neuromarketing practices.
- Technological Advancements: Improving the portability and affordability of neuroimaging tools to expand neuromarketing applications in real-world settings.

Neuromarketing represents a promising frontier in understanding consumer behavior, offering tools to delve into the subconscious drivers of decision-making. As technology advances, the precision and accessibility of neuroimaging techniques are likely to improve, expanding their application in marketing research. While neuromarketing has the potential to revolutionize marketing strategies, ethical considerations must be addressed to ensure its responsible use in influencing consumer behavior. The findings of this study support the continued development of neuromarketing tools while emphasizing the importance of ethical responsibility in their implementation.

List of used literatures:

1. Ariely, D., & Berns, G. S. (2010). Neuromarketing: The hope and hype of neuroimaging in business. *Nature Reviews Neuroscience*, 11*(4), 284-292. <https://doi.org/10.1038/nrn2795>
2. Krajchich, I., Armel, C., & Rangel, A. (2010). Visual fixations and the computation and comparison of value in simple choice. *Nature Neuroscience*, 13*(10), 1292-1298. <https://doi.org/10.1038/nn.2635>
3. Gulchehra N. Trends And Prospective Directions Of Global Economic Development //Центр научных публикаций (buxdu. uz). – 2023. – Т. 44. – №. 44.
4. Narzullayeva G. S., Bakayeva M. A. Creative Management: Creative Opportunities In Business Process Management //American Journal Of Social And Humanitarian Research. – 2022. – Т. 3.– №. 12. – С. 58-63.
5. Narzullayeva G. Theoretical and methodological basis of attracting foreign investment to the national economy //ACADEMICIA: An International Multidisciplinary Research Journal. – 2021.– Т. 11. – №. 3. – С. 2540-2544.