



**UNITED
STATES OF
AMERICA**



**PRINCIPAL ISSUES OF
SCIENTIFIC RESEARCH
AND MODERN EDUCATION**

2022

IN VOLUME #1 ISSUE# 9 DECEMBER



WWW.WOCONFERENCES.COM



EDITORIAL

Editor: [Ralf Schlauderer](#)

**Professor, Weihenstephan-Triesdorf University of Applied
Sciences, Germany**

admin@geniusjournals.org

Editor: [Henry Mattnews](#)

Professor, Writtle University College, UK

admin@geniusjournals.org

Editor: [Jacques Bulchand-Gidumal](#)

**Associate Professor of Digital World. TIDES. University of
Las Palmas**

admin@geniusjournals.org

Editor: [Milen Filipov](#)

**Assistant Professor of Public Relations, KIMEP University,
Republic of Kazakhstan**

admin@geniusjournals.org

Editor: Rosa M. Batista Canino

**Vice rectorado de Empresa, Emprendimiento y Empleo,
ULPGC**

rbatista@dede.ulpgc.es

Editor: [Farhod Ahrorov](#)

**Professor, Samarkand Veterinary Medicine Institute,
Uzbekistan**

admin@geniusjournals.org

Editor: [Nooraini Youp](#)

**Open University Malaysia, Director Taiping Learning Center,
Doctor of Philosophy in Management**

nooraini_youp@oum.edu.my

Editor: [Hadion Wijoyo](#)

**Associate Professor, High School Informatics, and Computer
Management Dharmapala Riau, Indonesia**

hadion.wijoyo@lecturer.stmikdharmapalariau.ac.id

Associate Professor, University of Molise

fradivi@unimol.it

Editor: [Makhabbat Ramazanova](#)

**Assistant Professor at Universidade Portucalense (UPT), PhD
in Tourism**

admin@geniusjournals.org

Editor: [Dr.M. Ihsan Dacholfany, M.Ed](#)

**Asist.Prof, Managemen Education and Islamic Education,
Ahmad Yani Street, No.162, Rt: 34.Rw: 16. Iring Mulyo Metro
City, Lampung Indonesia**

Email: mihsandc@ummetro.ac.id

Editor: Prof. [Dr. VASA, László](#)

Széchenyi István University, Hungary

admin@geniusjournals.org

**PRINCIPAL ISSUES OF SCIENTIFIC RESEARCH AND MODERN
EDUCATION**

№	TABLE OF CONTENTS	
1	ACCOUNTING IN ENTERPRISES IN THE DIGITAL ECONOMY <i>Abdullayeva Hilola Nutfilloyevna</i>	6
2	SOCIAL MEDIA FUNCTION AND ITS IMPLEMENTATION IN BUSINESS WORLD <i>Khalimova Nigina Jafarbekovna</i>	14
3	WAYS TO ORGANIZE INNOVATIVE ACTIVITY IN ECONOMIC SECTORS AND INCREASE ITS EFFECTIVENESS <i>Igamova Shaxinya Zikrilloevna</i>	20
4	STABILITY OF COMMERCIAL BANKS IN UZBEKISTAN DIGITAL BANK IN IMPLEMENTATION OF ITS ACTIVITY LAUNCHING THE SERVICES <i>Kuliev Naim Halimovich</i>	27
5	TA'LIM SIFATI VA SAMARADORLIGINI OSHIRISH- DAVR TALABI <i>Rofeyeva Nasiba Muzaffarovna</i>	34
6	THE ROLE AND PLACE OF TRANSLATION IN TEACHING A FOREIGN LANGUAGE Niyazova Shakhnoza Ravshanbekovna	40
7	ZAMONAVIY TASHKILOTLARDA LIDERLIK STRATEGIYASINI AMALGA OSHIRISHDA INSON OMILLARINING ROLI <i>Rustamova Marg'uba Axmatovna</i>	46
8	АМЕРИКА ҚЎШМА ШТАТЛАРДА ТАЪЛИМ ТИЗИМИНИНГ ЎЗИГА ХОС ХУСУСИЯТЛАРИ <i>Жўракулова Сабинабону Махмуджоновна</i>	54
9	ОЗИҚ-ОВҚАТ ТОВАРЛАРИ ИШЛАБ ЧИҚАРИШНИ НАЗАРДА TUTUVCHI ҚУЛАЙ АГРОБИЗНЕС МУХИТИНИ ЯРАТИШ <i>Холмуратова Гузал Мурадовна, Султонов Баходир Файзуллаевич</i>	59
10	USE OF INNOVATIVE TECHNOLOGIES IN IMPROVING THE METHODOLOGY OF TEACHING THE SUBJECT OF ATOMIC PHYSICS "SCHRÖDINGER'S EQUATION" IN HIGHER EDUCATION INSTITUTIONS <i>A.A. Makhmudov, A.M. Khudayberganov</i>	73
11	DIDAKTIK O'YINLARDAN FOYDALANIB BOSHLANG'ICH SINIF MATEMATIKA DARSLARINI O'QITISH USULLARI <i>Bekmatova Dilafuz Xolmatovna</i>	77
12	THALASSEMIA PREVALENCE PROBLEM AND PROSPECTS FOR REDUCING THE INCIDENCE OF THE DISEASE <i>Mirzoeva Levisa Asanovna, Davlatova Gulchehra Najmiddinovna, Boboev Kodirjon Tukhtanaevich, Alimov Timur Raufovich, Mamatkulova D.F.</i>	82
13	BAXSHICHILIK MAKTABIGA IXTISOSLASHTIRILGAN RESPUBLIKA MAKTAB-INTERNATI VA BAXSHICHILIK SAN'ATI	93

**PRINCIPAL ISSUES OF SCIENTIFIC RESEARCH AND MODERN
EDUCATION**

	Abduxalimova Fozila Farhod qizi	
14	БУХОРОДА ТУРИЗМНИНГ ЎЗИГА ХОС ХУСУСИЯТЛАРИ Акмал Чориевич Бобоев	99
15	MATN VA DISKURS DIALEKTIKASI Nargizaxon To'xtasinova Abdurashid qizi	108
16	О СРЕДСТВАХ И СПОСОБАХ СЛОВООБРАЗОВАНИЯ РУССКОГО ЯЗЫКА Ашурова Саида Азадбековна	116
17	“MENING KONSTITUTSIYAM- VAХТИМ РОУDEVORI” Qudratova Manija Shohmansur qizi	121
18	МАЪНАВИЙ ТАҲДИД: УНИНГ МОҲИЯТИ, КЎРИНИШЛАРИ ВА УЛАРГА ҚАРШИ КУРАШНИНГ ЗАРУРАТИ Шабардиев Тўлқин Янгибоевич	126
19	ULUG‘ AJDODLARIMIZNING ISLOM DINIGA QO‘SHGAN HISSALARI Саматов Хуршид Ўлмасжонович, Abdusalomov Kozimbek Kamol o'g'li	133
20	ПУТЬ РАЗВИТИЯ НАЦИОНАЛЬНОЙ И ЯЗЫКОВОЙ ИДЕНТИЧНОСТИ КАЗАХСКОЙ НАЦИИ ПОСРЕДСТВОМ ПРЕВРАЩЕНИЯ ЯЗЫКА АБАЯ В МИРОВОЙ ЯЗЫК Каримов Бахтиёр Рахманович	137
21	МАТЕМАТИКА FANINI O‘QITISHNING ILG‘OR XALQARO METODLAR Hasanova Charos Erkinovna	143
22	DEVELOPMENT OF OBESITY IN POSTMENOPAUSAL WOMEN AND ITS CONSEQUENCES Qarshiyeva Shahista Musurman kizi	150

SOCIAL MEDIA FUNCTION AND ITS IMPLEMENTATION IN
BUSINESS WORLD

Khalimova N.J.

Khalimova Nigina Jafarbekovna - BukSU PhD researcher

nikakhalimova7@gmail.com

Annotation. *As the world is developing globally, the need of people is increasing day by day, the means of communication are evolving, and as a result, the people are getting much closer to one another. Their closeness is reflected not only in communication, but also in lifestyle, culture, social and personal life, language, religion, business, development and even eating habits. Today, no matter in which point of the world we are situated, there is a means that binds us tightly, destroying thousands of miles. This important discovery is called “social media” in modern parlance. This article describes social media, the definitions given to it by several scholars, the functional blocks that make it up, and the implication of these functions on the platform.*

Keywords. *Social media, platforms, social media functions, socialization.*

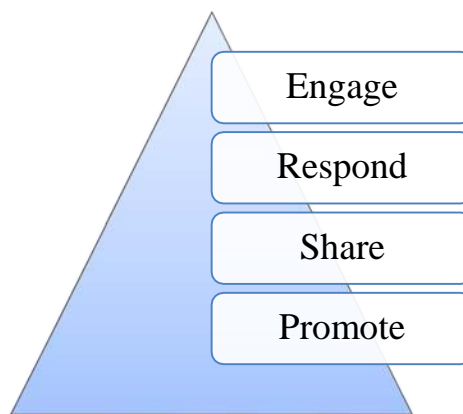
Introduction. Social media is an interactive technology and digital channel that facilitates the creation and exchange of information, ideas, interests and other types of expressions through virtual societies and networks¹. Jimmie Manning noted that the term applies to new forms of media, including interactive participation². In addition, social media uses mobile and web-based technologies to create highly interactive platforms through which individuals and communities can develop, share, discuss, and modify user-generated content³

According to Daniel Trottier and Christian Fuchs, websites are interpreted as “social media” only if they have “sociality” signs on the WWW⁴. Signs of

"sociality" include "perception," "communication," and "cooperation." According to this model, primarily those that support cognition (such as newspaper websites), those that support communication (such as e-mail), and those that support community building and collaboration (e.g., Wikipedia, Facebook) media and online platforms are social media. The six types of social media according to the Investopedia platform, although it can be distinguished in many ways, include social networks, bookmarks, social news, media sharing, microblogs, and online forum sites⁵.

Social media is often thought of as the same concept as social networking sites. But the concept of social media includes several activities. This concept can be a web page or e-store that contains media elements, as well as discussion forums, weblogs, multimedia or other online activities that encourage users to make purchases⁶. However, in order to be “social media”, it should make up the functional blocks, like “Identification”, “Communication”, “Sharing”, “Presence”, “Relationship”, “Reputation”.

Furthermore, there are four social media key functions that reveal its benefit



in the world of business.

Figure1. Functions of social media in business.

Source: based on the author's research.

Engage. A lot of entrepreneurs make their social media content an afterthought, blasting out the occasional link and waiting for individual users to come to them. Some social media platforms are a powerful tool for proactively finding and engaging customers, so businessmen ought to use it actively for their work purposes. They should find new and relevant conversations using hash tags and search, so customers can join in—without having to be invited. Professionals should seek out opportunities to interact and insert themselves.

Respond. Social networks are an increasingly preferred way for customers to reach out to businesses, so responding is just as important as answering the phone—maybe even more. Majority of customers expect issues that they raise on some social media platforms to be resolved within four hours, so entrepreneurs should keep an eye on their accounts, and watch out for mentions and sub tweets. If they ignore a customer on social media, the whole world can see.

Share. While the email marketing and other strategies may be strictly self-focused, that shouldn't be the approach of businessmen here. We'd all like to think that our followers only care about us, but to create real value and lasting connections, professionals have to turn the spotlight elsewhere. The content should be shared with the people in their network, and not just content that is created. If there is an interesting piece of news, a thought-provoking blog post or even the occasional oddity, it should be shared with followers.

Promote. What some businesses think is the only purpose of their social media strategy is actually one of its least important functions. Naturally, entrepreneurs should use their profiles to promote their own business, particularly if they offer specials and discounts or need to make periodic announcements. Unlike email marketing blasts, though, their self-promotional social media posts should typically represent a small sliver of the content they share, though—none of the followers are looking for a constant stream of advertisements in their feeds.

Conclusion. Social media is gaining importance not only in the virtual world,

but also in real life in meeting certain needs of a person, facilitating his personal and social life, and creating new opportunities. In order to know its true essence, it is necessary to understand the factors that make it up. The seven functional blocks identified in this study, i.e., identity, conversation, sharing, presence, relationships, reputation, and groups, are the hallmarks of social media. It is not necessary to have all of them on one platform, but it is enough to have some of them. However, social media mainly refers to platforms that have these attributes. Furthermore, whether entrepreneurs just starting to develop a social media strategy or they are trying to reassess their approach, considering four key functions can help businessmen get on track and stay there, building more and better relationships with their online audience.

REFERENCES

1. Samatovich, R. S., Olimovich, D. I., & Jafarbekovna, K. N. (2020). Functional improvement of hotel staff as a key to develop the quality of services in bukhara hotels. *Proceeding of The ICECRS*, 6.
2. Bakhriddinova, A. N. (2021). The Impact of The Digital Economy on Resource Consumption. *Eurasian Journal of Learning and Academic Teaching*, 1(1), 23-27.
3. Khalimova, N. J. (2020). Analysis of foreign experience in hotel career enhancement programs. *Central Asian Problems of Modern Science and Education*, 2020(2), 3-14.
4. Shukrullaevich, A. F., & Bakhriddinova, A. N. (2020). Transportation system in tourism logistics. *Наука, техника и образование*, (6 (70)), 68-70.
5. Davronov, I. O., Khalimova, N. J., & Uzbekistan, B. (2019). Professional development of hotel staff as a key to improve the quality of services in bukhara hotels. *teacher Namangan region, Norin district school*, (40), 26.
6. Muhammedrisaeva, T. M., Shukrullaevich, A. F., & Bakhriddinova, A. N. (2021). The importance of logistics in the sphere of transportation and

touristservices. *Наука и образование сегодня*, (5 (64)), 16-18.

7. Halimova, N. J., & Ismatillayeva, S. S. (2021, November). The Perspectives of Development Children Tourism in Uzbekistan. In *International conference on multidisciplinary research and innovative technologies* (Vol. 2, pp. 184-188).

8. Таирова, М. М., Асадов, Ф. Ш., & Аминова, Н. Б. (2020). Особенности развития устойчивого сельского туризма. *Вопросы науки и образования*, (11 (95)).

9. Khalimova, N. J., & Dzhafarova, N. A. (2021). Switzerland as the home of hospitality education. in *European research: innovation in science, education and technology* (pp. 29-32).

10. Khalimova, N. J., Murotova, N. U., & Aminova, N. B. Cluster Approach In The Tourism Business.

11. Асадов, Ф. Ш., & Аминова, Н. Б. (2020). Transportation system in tourism logistics. *Наука, техника и образование*, (6), 68-70.

12. Tairova, M. M., Sh, A. F., & Aminova, N. B. (2020). Discussion of tourism logistics based on the theory of separation and association of tourists and objects. *European research: innovation in science, education and technology*, 17-19.

13. Rasul kizi-student, K. D. (2021). Tourism clusters institutional environment Kadirova Nozima Rasulovna-student Aminova Niginabonu Bakhridinovna-student. *Europe, science and we evropa, věda a my evropa, nauka i my*, 11.

14. Umarovna–Lecturer, T. M. Impact of covid-19 virus on tourism in Uzbekistan Turdieva MU Email: Turdieva6101@ scientifictext. ru.

15. Rakhmatullaeva, F. M., & Aminova, N. B. (2022). Methodological Approaches to the Development of Ecological Tourism Logistics. *European journal of innovation in nonformal education*, 2(1), 207-211.

16. Sh, A. F., & Aminova, N. B. (2022). Logistics in Strategic Planning of Tourist Activities. *European journal of innovation in nonformal education*, 2(1), 215-219.

17. Turdiyeva, M. U. (2021, October). Importance of Innovations in the Development of Bukhara Industry. In " *Online-conferences*" platform (pp. 264-267).

18. Sh, B. D., & Aminova, N. B. (2021, November). The Importance and Place of Digitalization in Tourism Logistics. In *International conference on multidisciplinary research and innovative technologies* (vol. 2, pp. 179-183).

19. Umarovna, T. M. (2020). Impact of covid-19 virus on tourism in Uzbekistan. *Вестник науки и образования*, (23-2 (101)).

20. Rakhmatullayeva, F. M., Boboyeva, G. G., & Kudratov, A. D. (2021). Essence of Structural Shifts in Regional Economic Systems. *International Journal of Development and Public Policy*, 1(5), 128-130.

21. Sh, B. D., & Aminova, N. B. (2021, October). Functional Logistics in Tourism and Logistics Services in the Management of Tourist Flows. In " *Online-conferences*" platform (pp. 273-276).

22. Bakhodirovna, U. A., & Ilkhomovna, Z. M. (2021). Tourist potential of the Bukhara region. *Researchjet journal of analysis and Inventions*, 2(04), 243-246.

23. Niyozova, I. N. (2021, October). Mechanism of Implementation of Mandatory Health Insurance in Uzbekistan under Conditions of Increasing Integration Processes. In " *ONLINE-CONFERENCES*" PLATFORM (pp. 248-252).

24. Sh, B. D., & Aminova, N. B. (2021). The Role of Tourism Companies in the World Community: Their Logistics Processes. *International Journal of Development and Public Policy*, 1(5), 137-141.