

THE IMPORTANCE OF SYSTEMATIC APPROACHES FOR BRANDS TODAY AND DEVELOPMENT PRIORITIES IN THE COUNTRY

Sotiboldieva Xikoyat Kamoljonovna

Student of the Higher School of Business and

Entrepreneurship, Specializing in MBA - Global Management

Under the Cabinet of Ministers of the Republic of Uzbekistan

Abstract

In today's as competitive as ever marketplace, brands struggle to stay in tune with complex consumer attitudes and technological change. Companies wishing to establish sound identities and customer loyalty must embark on systematic brand development. The article explores how systematic approaches apply in the management of brands, focusing on the ways that these tactics can enhance marketplace visibility and consumer attention. Furthermore, it deals with key development agendas in the country that can assist in bringing about an enabling environment for brands to develop. Through the insight of how systematic approaches interact with national development objectives, organizations can align their brand strategies with overall economic aspirations, leading to sustainable growth and innovation.

Keywords: Systematic approaches, brand development, consumer behavior, market strategies, national development, economic growth, brand identity.

INTRODUCTION

In an era characterized by rapid technological evolution and shifting consumer demands, the necessity for structured methods of managing brands has become more pronounced than ever. Brands must now not only create appealing products and services but also build meaningful connections with those who consume them. This requires a systematic process that guides brands through the marketplace dynamics. A systematic approach enables organizations to integrate consumer insights, identify emerging trends, and initiate strategic actions that create brand identity and awareness. Moreover, as countries emphasize economic growth and innovation, the interplay between brand strategies and national policy development cannot be overlooked.

MAIN PART

Since the beginning of the global pandemic the importance of digital technologies and effective digitalization policy have been well actualized. Indeed, during the pandemic state, society and businesses are able to function mostly with the help of digital technologies. For developing countries and for Uzbekistan, in particular, digital transformation has a potential to further



modernize society and integrate national economy into the global processes. In this vein, in the framework of the ongoing reforms and in the new Development Strategy of Uzbekistan for the coming five years special attention is being paid to digitalization of major spheres and to build a true information society in the country. Basically, Uzbekistan prioritized digitalization and development of information-communication technologies (ICT) yet in early 2000s. For instance, Uzbekistan has been implementing an integrated program of National Information and Communication System Development 2013-2020, the National Action Strategy on Five Priority Development Areas 2017-2021, the “Digital Uzbekistan – 2030” Strategy and the latest the Development Strategy of New Uzbekistan for 2022-2026 to implement digital transformation in national economy, industry and society in general. Consequently, in a relatively short period of time, Uzbekistan has achieved visible results in the sphere of digitalization and ICT development. In particular, substantial progress has been observed in introducing e-government and ICT in public sector for the last few years, when in 2013 was launched “Single portal of interactive government services” – central e-government service of the country.

With the rapidly evolving landscape of modern business, brands are faced with a myriad of complex issues that demand an extremely structured, systematic framework of management and strategy. The competitive marketplace, coupled with shifting consumer needs and technological advancement, compels brands to adopt comprehensive frameworks that guide their endeavors and enable them to stay current. A systematic approach entails meticulous planning, execution, and evaluation on various facets of brand management, from market research to customer engagement and sustainability efforts. As brands transition to take up these structured frameworks, they not only have the potential to enhance their own business but also contribute to overall national development agendas. The symbiotic relationship between effective branding and national development constitutes the foundation of sustainable economic growth.¹

At the core of systematic branding is the requirement for extensive market research and consumer insight analysis. Brands must utilize data-driven intelligence to understand their target audiences intimately and anticipate market trends. This involves the application of qualitative and quantitative research methodologies to quantify consumer behavior, decisions, and motivations. Through the methodical analysis of this data, brands can establish a clear value proposition that positions them uniquely in competitive markets. On top of that, the integration of technology—such as artificial intelligence and big data analytics—into brand strategies elevates the predictive capabilities of companies, allowing them to tailor their offerings and communications for specific groups of consumers. This customer-centricity not only drives fierce brand loyalty but also allows brands to react quickly to shifting market conditions.²

In addition to consolidating brand management practices, systematic approaches coincide with national development priorities that offer a conducive environment for economic development.

¹ Papadopoulos, N., & Heslop, L. (2002). Country equity and country branding: Problems and prospects. *Journal of brand management*, 9(4), 294-314.

² Polonsky, M., & Jevons, C. (2009). Global branding and strategic CSR: an overview of three types of complexity. *International marketing review*, 26(3), 327-347.



Governments play a pivotal role in the formulation of regulatory frameworks, infrastructure, and education facilities that support firms in their brand development initiatives. For instance, investment in improved digital infrastructure and in innovation through research and development activities allows brands to operate more smoothly and efficiently. Moreover, a focus on sustainability—while a priority for today's consumers—is also in line with national priorities for environmental sustainability and social responsibility. Brands that adopt sustainable practices ensure not only their own long-term viability but contribute to the positive health of the overall societal and environmental ecosystem, fostering a culture of responsible production and consumption.³

Adoption of the “Digital Uzbekistan – 2030” Strategy and the “road map” for its implementation in 2020-2022 creates, first of all, a legal basis for the transition to a digital economy. The document includes such priority areas as the development of digital infrastructure, e-government, the national digital technology market, education and advanced training in the field of information technology.

The strategy considers approval of two programs: digitalization of regions and digitalization of industries. Thus, two approaches are considered as territorial and industrial. Undoubtedly it will provide the most comprehensive coverage and effective implementation of the document. The most important conditions and guarantees for the successful implementation of the Strategy is to ensure funding and increase the digital literacy of the population. So, according to the document, the Ministry for Development of Information Technologies and Communications of the Republic of Uzbekistan, together with other relevant governmental bodies will take measures to complete the digitalization of preschool education, health care and secondary schools by the end of first stage of the implementation period.

The implementation of the Strategy will ensure the provision of high-quality digital services to the population, reduce corruption, increase the level of citizen involvement in government decision-making processes, modernize the system of higher and secondary education in order to ensure the competitiveness of citizens not only within the country, but also in the regional and global labour markets.

The Strategy contributes the implementation of other national strategic documents and programs and, first of all will be important for achieving the national goals and objectives in the field of the UN Sustainable Development Goals for the period up to 2030, as well as the Development Strategy of New Uzbekistan for 2022-2026.

The Development Strategy of New Uzbekistan for 2022-2026 which has been adopted on January 28, 2022 covers seven priority areas of further reforms regarding a good governance, public administration, the rule of law, economic development, social policy, spiritual enlightenment, security as well as an open, pragmatic and active foreign policy. In turn, the seven priority areas identify hundred target goals to be achieved by 2026.

Digitalization of several important spheres such as public services both at central and local levels by improving “e-government”; the judicial system; law enforcement; the traffic control

³ Chenhall, R. H., & Langfield-Smith, K. (1998). The relationship between strategic priorities, management techniques and management accounting: an empirical investigation using a systems approach. *Accounting, organizations and society*, 23(3), 243-264.



system; healthcare system; social services as well as social protection, banking and agriculture sectors and other main spheres of the national economy have been targeted in the new Development Strategy.

In particular, improvement of the e-government of Uzbekistan and bringing the share of electronic public services to 100 %, implementation of “Mobile ID-identification” system of a person in the provision of public services, introduction of “digital passport of citizens” and “digital authority” project have been prioritized to digitalize public administration and optimize administrative procedures at central and local levels.

By maintaining stable growth rates of it is planned to reach 4,000 US dollars GDP per capita and join the group of countries with “upper-middle income” by 2030. In this regard, the development of the digital economy is also defined as the main “driver” with an increase in its share by at least 2.5 times by the end of 2026. Moreover, it is planned to expand the volume of the software products industry 5 times, and software export - 10 times, up to 500 million US dollars, the level of digitalization of production and operational processes in the real sector of the economy, in the financial and banking sectors to 70% by the end of 2026. Moreover, digitalization of urban planning and construction, development of cities in accordance with the concept of “Smart City” has been prioritized.

Certainly, in the context of the global pandemic and in general digital technology and services play a central role in recovering from the pandemic and also building resilient economies. Therefore, expanded digitalization and digital transformation should be the main priorities for developing countries, like Uzbekistan. For the last decade, Uzbekistan has achieved remarkable results in the sphere of digitalization and ICT development, especially, in provision of digital public services. Meanwhile, along with ongoing cooperation with South Korea, Russia, Estonia, China it is necessary to attract more technologically advanced countries such as Germany, United Kingdom, United States, Singapore, Japan and others to ICT sector of the country by diversifying geography of international partners. Investing in digital eco-system, ICT infrastructure and qualified IT services will further facilitate modernization of national economy and accelerate inclusive growth in all spheres.

Lastly, the importance of systematic approaches in branding is closely tied with national development priorities. The need for brands to adopt disciplined strategies that put consumer insights, technological integration, and sustainability at their center has never been more imperative. As brands navigate the complexities of the marketplace of the present, they must also recognize their roles as contributors to national economic and social objectives. By facilitating collaborations between government and industry initiatives, a holistic ecosystem can be created—one where brands can thrive while, simultaneously, leading the charge on innovation, job creation, and sustainability. This dual focus not only enriches the brand cosmos but also fosters a more robust and responsive economy, laying the groundwork for sustained growth in the decades to come.⁴

⁴ Moilanen, T., & Rainisto, S. K. (2009). How to brand nations, cities and destinations. London: Palgrave Macmillan UK.



CONCLUSION

The importance of systematic approaches for brands in today's dynamic marketplace cannot be overstated. These systems offer a unifying system that navigates brands through complexities, solves the problems of consumers, and builds strong identities. By integrating systematic methodologies into their activities, companies can enhance their brand equity and attain long-term sustainability. Furthermore, aligning such brand strategies with national development priorities provides a conducive environment for innovation and economic growth. In conclusion, as brands strive to succeed in a competitive landscape, the adoption of systematic approaches, along with a focus on developmental agendas, will be instrumental in shaping the future of business and economy in the country. The uptake of this dual focus not only enhances brand performance but also helps in the overall goal of national prosperity and growth.

REFERENCES

1. Papadopoulos, N., & Heslop, L. (2002). Country equity and country branding: Problems and prospects. *Journal of brand management*, 9(4), 294-314.
2. Polonsky, M., & Jevons, C. (2009). Global branding and strategic CSR: an overview of three types of complexity. *International marketing review*, 26(3), 327-347.
3. Chenhall, R. H., & Langfield-Smith, K. (1998). The relationship between strategic priorities, management techniques and management accounting: an empirical investigation using a systems approach. *Accounting, organizations and society*, 23(3), 243-264.
4. Rajabovna, R. S., & Jaloliddin, R. (2024). THE EVOLUTION OF LEGAL THEORIES: ADAPTING TO THE CHALLENGES OF THE 21ST CENTURY. *Eurasian Journal of Academic Research*, 4(7S), 429-431.
5. Sayyora, R. (2023). DIGITAL PHILOLOGY: BRIDGING THE GAP BETWEEN INFORMATION SYSTEMS AND LINGUISTIC ANALYSIS. *Raqamli iqtisodiyot (Цифровая экономика)*, (4), 202-208.
6. Khaydarov, M. M., Narkulov, D. T., Sultanova, K. T., Karimov, N. R., Abdurakhmonova, N. K., & Alimova, S. G. & Roziev, NI (2023). Analysis of Sources Related to Slavery in Central Asian Archival Documents. *Migration Letters*, 20, 1317-1330.
7. Мирзахмедов, Х. Б., & Абдурахманов, Ш. З. (2023). Теории и методы управления современным менеджментом. *Экономика и социум*, (4-2 (107)), 661-664.
8. Алимова, С. Г. (2022). ГЛОБАЛЬНАЯ ПРОБЛЕМА СТРАН С НИЗКИМ УРОВНЕМ ДОХОДА. *Academic research in educational sciences*, (2), 88-90.
9. Алимова, С. Г., Мелиева, Г., & Касымов, Н. (2022). ОСОБЕННОСТИ НАЛОГООБЛОЖЕНИЯ ДОХОДОВ СТРАХОВОЙ ОРГАНИЗАЦИИ. *ЖУРНАЛ ИННОВАЦИИ В ЭКОНОМИКЕ*, 5(4).
10. Moilanen, T., & Rainisto, S. K. (2009). *How to brand nations, cities and destinations*. London: Palgrave Macmillan UK.
11. Джумашев, А. М. (2019). Эвакуированные народы в начальные годы войны в Каракалпакстане: неизвестные страницы истории. *Материалы печатаются в авторской редакции*, 85.



12. Gaffarovna, K. D. (2023). ADVANTAGES AND DISADVANTAGES OF USING DIGITAL LITERACY. INTERNATIONAL JOURNAL OF SOCIAL SCIENCE & INTERDISCIPLINARY RESEARCH ISSN: 2277-3630 Impact factor: 8.036, 12, 42-43.
13. Алимова, С. Г., Абдурахманов, Ш., & Алимов, Б. К. (2023). Пути Внедрения Медицинского Страхования В Узбекистане. Periodica Journal of Modern Philosophy, Social Sciences and Humanities, 15, 26-30.
14. Алимова, С. Г. (2022). РАЗВИТИЕ ЭКОНОМИЧЕСКОГО МИРОВОЗЗРЕНИЯ В ТРУДАХ АЛЬБЕРУНИ. Academic research in educational sciences, (3), 216-218.
15. Melieva, G., Namuna, A., & Shakhriyor, A. (2022). THE ROLE OF HEALTH INSURANCE IN THE ECONOMY OF THE REPUBLIC OF UZBEKISTAN. European journal of economics and management sciences, (3), 56-60.
16. Алимова, С. Г., Мелиева, Г., Фарина, М., & Абдурахимов, Ш. (2022). ЭТИЧЕСКИЕ ВОПРОСЫ В ПЕРИОД ПАНДЕМИИ COVID-19 И ЭКОНОМИКА УЗБЕКИСТАНА. Academic research in educational sciences, (1), 152-155.
17. Джумашев, А. М. (2017). Амударьинский отдел между двумя революциями: февраль-октябрь 1917 г. In Великая Российская революция в судьбах народов Юга России (pp. 48-57).
18. Saydulloyeva, S. (2024). THE VIRTUE OF KNOWLEDGE AND ITS ESSENCE IN HADITHS. International Journal of Education, Social Science & Humanities, 12(3), 469-471.
19. Джумашев, А. М. (2008). Национально-освободительное движение: теоретическое осмысление на примере истории Каракалпакстана. Вестник Бурятского государственного университета, (7), 43-46.
20. Алимова, С. Г. (2018). АКТУАЛЬНЫЕ ПРОБЛЕМЫ И ИХ РЕШЕНИЯ В МЕЖДУНАРОДНОЙ ТРАНСПОРТНОЙ ЛОГИСТИКЕ. Интернаука, (1), 25-26.
21. Джумашев, А. (2024). НАЦИОНАЛЬНО-ТЕРРИТОРИАЛЬНОЕ РАЗМЕЖЕВАНИЕ СРЕДНЕЙ АЗИИ И ОБРАЗОВАНИЕ КАРАКАЛПАКСКОЙ АВТОНОМНОЙ ОБЛАСТИ. Батыс Қазақстан инновациялық-технологиялық университетінің Хабаршысы, 32(4), 31-40.
22. Dzhumashev, M. A. (2023). Проблемы административно-территориального районирования Каракалпакстана в 20-30-х годах XX века. Bulletin of the LN Gumilyov Eurasian National University. Political Science. Regional Studies. Oriental Studies. Turkology Series., 143(2), 159-165.

