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Article

Theoretical and Practical Aspects of International Marketing Strategies in the Sustainable Development of the Service System

Isakova Naima Ikromjonovna[*1]

1. Associate Professor, Tashkent State University of Economics, PhD
Correspondance: noimaisakova@gmail.ru

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Abstract: This scientific article comprehensively analyzes the theoretical, methodological and practical aspects of using international marketing strategies in the sustainable development of the service sector. The study comprehensively covers the growing role of the service sector in the global economy, as well as the mechanisms for integrating the concept of sustainable development with marketing strategies. In the process of scientific research, modern methods such as systematic analysis, comparative approach, empirical observation, analysis of secondary statistical data, and strategic marketing models were used. The results of the study show that the use of digital, differentiated, and environmentally oriented international marketing strategies in the service sector is of great importance in ensuring sustainable economic growth, increasing competitiveness, and increasing consumer satisfaction.

Keywords: marketing, marketing strategy management, service sector, sustainable development, international marketing strategies, service marketing, global market, digital marketing, green marketing.

1. Introduction

In the 21st century, the service sector has become one of the fastest growing sectors of the world economy. According to the World Bank and OECD, the share of the service sector in gross domestic product in developed countries is more than 70 percent. In developing countries, this figure is also increasing every year.[1]

The acceleration of globalization processes, the expansion of the activities of transnational companies, the rapid introduction of digital technologies, and changes in consumer behavior are leading to an intensification of the competitive environment in the services market. In such conditions, the development of the service sector not only on the basis of economic efficiency criteria, but also on the principles of environmental and social sustainability is becoming an important and urgent task.

The concept of sustainable development requires the formation of new strategic

approaches to services marketing. In particular, improving the quality of services and ensuring long-term competitiveness by adapting international marketing strategies to local market conditions is of great scientific and practical importance.

The main goal of this article is to conduct an in-depth scientific analysis of the role of international marketing strategies in the sustainable development of the service sector and to develop practical proposals and recommendations for their effective application.

2. Literature Review

The theory of services marketing was formed on the basis of the scientific works of P. Kotler, K. Lovelock, C. Grönroos, Zeithaml and Bitner. In their research, the intangibility of services, their direct connection with the consumer and the subjective assessment of quality were indicated as the main features.[2]

The concept of sustainable development was first scientifically substantiated in the report "Our Common Future" published by the World Commission on Environment and Development (Brundtland Commission) under the United Nations in 1987. According to this report, sustainable development is the process of ensuring the needs of the present generation without compromising the ability of future generations to meet their own needs. This approach emphasizes the need to ensure a balance between economic growth, environmental protection and social justice [3].

In subsequent scientific studies, the concept of sustainable development was further developed based on the "triple bottom line" model. According to this model, economic efficiency, environmental sustainability and social well-being are considered as a single system that is inextricably linked. Elkington () scientifically systematized this approach and created an important methodological basis for assessing sustainability in the strategies of enterprises and countries.

Within the framework of international marketing strategies, the competitive strategies developed by Michael Porter () - cost leadership, differentiation and focus - serve as an important theoretical basis for ensuring the competitive advantage of companies in global markets. Also, Christopher Bartlett and Sumantra Ghoshal () proposed a model of global, multidomestic and transnational strategies based on the analysis of the activities of transnational companies and systematically substantiated international marketing strategies [4].

In recent years, the ideas of sustainable development have been increasingly deeply integrated into marketing theory. As a result, marketing focused on sustainability - that is, such areas as sustainable marketing, green marketing and ethical marketing - are being formed as independent scientific concepts [5]. These approaches assume that companies not only achieve economic efficiency, but also ensure long-term competitiveness, taking into account environmental responsibility and social benefits [6].

Marketing strategy assessment is a continuous process of analyzing, developing and monitoring the company's actions in the market, aimed at aligning its capabilities with market requirements [7]. At the same time, the issue of integrating international marketing strategies with the principles of sustainable development in the services sector has not been studied systematically and comprehensively in the existing scientific literature. This situation further increases the relevance and scientific significance of research in this area [8].

3. Methodology

The scientific article is based on the following methodological approaches:

- statistical analysis;

- deductive and inductive analysis;
- comparative-statistical method;
- systemic and institutional approach;
- analysis of strategic marketing models.

4. Results and Discussion

Table 1 shows that the growth rates of the volume of market services in the Republic of Uzbekistan for 2025–01.05.2026 have a disproportionate, but stable development trend across regions. Taking into account this dynamics, it is expected that in the near future the territorial development of the services market will continue in a differentiated and specialized form for certain sectors [9].

Table 1

Growth rates of market services provided (monthly, by region)

Classifier	2025-01	2025-02	2025-03	2025-04	2025-05	2025-06	2025-07	2025-08	2025-09	2025-10	2025-11	2025-12	2026-01	2026-02	2026-03	2026-04
Republic of Uzbekistan	111,4	112,2	112,6	112,6	113,3	113,3	113,5	113,7	114,0	114,4	114,6	114,7	114,8	115,4	116,1	116,6
Republic of Karakalpakstan	106,9	107,4	107,3	108,7	110,0	111,4	110,8	111,9	111,3	111,4	113,1	113,7	114,1	120,9	116,6	118,2
Andijan region	111,7	112,3	111,4	112,2	113,1	113,7	114,3	115,4	115,4	115,6	115,6	114,7	113,5	113,3	114,2	113,9
Bukhara region	110,4	108,5	108,9	109,0	109,5	112,4	111,8	111,9	113,1	112,9	113,6	114,0	113,9	115,8	113,9	114,5
Jizzakh region	110,5	109,2	109,3	108,9	112,0	114,0	113,6	113,8	114,5	114,7	114,3	114,7	115,6	117,5	116,6	116,7
Kashkadarya region	111,8	111,4	111,2	111,5	112,1	113,0	112,8	112,8	112,8	112,7	113,1	113,6	112,8	113,0	114,6	113,7
Navoi region	110,1	111,7	113,1	113,0	113,1	113,5	113,7	113,6	113,6	113,4	113,5	113,7	112,7	114,3	114,0	116,7
Namangan region	110,7	109,0	109,2	109,0	108,9	112,0	111,5	111,9	112,4	112,7	113,6	115,4	117,3	117,4	115,2	117,7
Samarkand region	116,0	113,6	114,0	112,8	112,6	112,3	112,4	112,7	114,1	114,1	114,9	115,9	116,1	116,3	116,8	117,3
Surkhandarya region	110,7	111,4	110,5	110,5	111,9	112,7	113,1	113,3	113,8	114,1	114,6	114,1	115,0	117,4	116,3	117,5
Syrdarya region	110,3	111,0	108,8	109,9	113,7	114,1	113,9	113,7	113,7	113,8	112,7	113,4	111,3	113,3	115,2	119,0
Tashkent region	109,3	110,7	110,7	111,1	112,7	114,1	114,0	114,2	114,8	114,7	114,4	115,2	114,1	114,1	115,1	115,7
Fergana region	112,4	111,2	111,0	111,2	111,5	112,6	112,3	112,8	113,3	113,7	113,9	114,4	113,6	116,1	116,3	116,6
Khorezm region	110,8	109,3	110,7	111,3	112,5	113,3	113,1	113,2	113,5	113,9	114,3	115,2	114,1	117,3	117,0	118,0
Tashkent city	114,0	114,8	116,9	117,2	117,0	115,2	116,2	116,0	116,1	116,6	117,3	117,7	117,3	119,0	118,4	118,2

According to the table, the growth rates of the services sector in large cities and economic centers remain above the national average, and the reduction of interregional economic disparities and the level of balanced development of the services market largely depend on the effectiveness of institutional and infrastructural factors (Figure 1) [10].

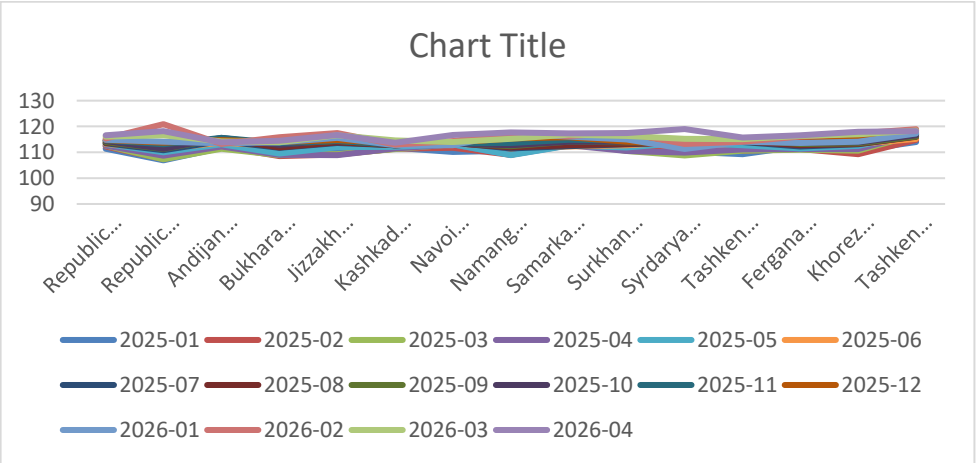


Figure 1. Growth rates of market services provided (by region)

In general, in the coming years, the market services sector in the regions of Uzbekistan is expected to enter a phase of stable but uneven development. Large economic centers will retain their leading positions, while in the remaining regions the service sector will gradually expand under the influence of domestic demand and state policy. This forecast serves as an important scientific and practical basis for formulating regional

development policies [11].

The global marketing strategy involves the promotion of services on an international scale based on standardization and a unified marketing concept. This strategy serves to ensure the stability of service quality, promote the brand globally, and reduce costs through economies of scale. In the services sector, the global marketing strategy is widely used, especially in banking and finance, transport and logistics, hotel chains, and information and communication services [12].

From a scientific point of view, the global marketing strategy is closely related to the economic component of sustainable development, allowing for the reduction of the cost of services and the efficient use of resources [13].

Digital marketing strategy involves promoting services in the service sector based on online platforms, mobile applications, artificial intelligence and big data. This strategy serves to speed up service processes, reduce transaction costs and strengthen interactive relationships with customers. From a scientific point of view, digital marketing strategy is directly related to the resource-saving component of sustainable development, allowing to increase environmental and economic efficiency by reducing paper documents, time and energy consumption [14].

Green marketing strategy is aimed at developing environmentally responsible services, minimizing negative environmental impact, and creating environmental awareness among consumers. In the service sector, this approach involves the introduction of energy-efficient infrastructure, environmentally friendly technologies, and sustainable service models. Scientific research shows that green marketing strategy, while strengthening the environmental component of sustainable development, also serves to increase the long-term reputation of enterprises [15].

In the service sector, the highest efficiency is achieved by applying the above strategies in an integrated manner, rather than separately. In particular, by combining global marketing standards with a differentiated approach, as well as by jointly applying digital and green marketing elements, it is possible to ensure economic, social, and environmental sustainability in the service sector in a comprehensive manner.

5. Conclusions and Suggestions

The results of the conducted scientific analysis show that the effective application of international marketing strategies in the services sector is one of the important strategic factors ensuring the sustainable development of the economic system. The specific features of the services sector - intangibility, the complexity of ensuring the stability of service quality, and the rapid variability of consumer needs - require a scientifically based and flexible approach to choosing marketing strategies.

Based on the results of the study, the following conclusions were formulated:

- international marketing strategies are an important factor in sustainable development in the service sector;
- it is necessary to take into account the characteristics of the local market in detail when developing marketing strategies. Intensive development of production, renewal of fixed assets, elimination of social problems, increasing the competitiveness of products manufactured on the basis of modern equipment and technologies, and strengthening the country's export potential are ensured by organizing and effectively managing investments[9].

The following practical proposals were also put forward:

- widespread introduction of digital marketing platforms in service enterprises;

As a final conclusion, it is worth noting that the scientific implementation of

international marketing strategies in the services sector accelerates the structural modernization of the national economy, contributes to the development of human capital and service culture, and creates a solid theoretical and practical basis for the formation of economic policies aimed at sustainable development. These conclusions will be of great importance in making strategic decisions regarding the development of the services sector in the future and in further deepening scientific research.

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