

chekka hududlarda ishsizlik masalasi eng og'riqli muammoga aylandi. Klaster usuliga o'tilgach, odamlar yil — o'n ikki oy ish bilan ta'minlandi, mehnatiga yarasha haq berilmoqda. Bugun ular qishloq xo'jaligidagi klaster islohoti samaralarini o'z hayotida his qilmoqda. [4].

Xulosa qilib shuni ta'kidlash kerakki, hozirgi kunda klaster aholining turmush tarzini yaxshilashda yangicha yondashuv bo'lmoqda ,desak mubolag'a bo'lmaydi. Sababi yuqorida yoritib bergan klaster usulining asl maqsadi nafaqat O'zbekiston iqtisodiyotini rivojlantirish, balkim aholini ish bilan ta'minlashdan iboratdir. Har bir zanjirda ma'lum bir vazifalarni mutaxassislar va soha vakillari mehnat qilishsa, oddiy dala ishkarini dehqonlar bajarib kelishmoqda. Klasterlar ham mehnatlariga juda yaxshi oylik maosh to'lashayabdi ya'ni aholi nafaqat mavsumiy ish bilan balki doimiy ish bilan ta'minlanmoqda.

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ENHANCING POPULATION WELFARE: HARNESSING SUSTAINABLE ECONOMIC GROWTH AND THE DIGITAL ECONOMY THROUGH EFFECTIVE DIGITAL MARKETING STRATEGIES

Rakhmatova Sitara Shukhratjon kizi

*PhD student, Marketing, Business Administration
Department of Marketing,
Tashkent State University of Economics*

Population welfare stands as one of the fundamental concerns for societies worldwide [1]. It encompasses a wide array of factors, ranging from healthcare and education to employment and overall quality of life. In the contemporary landscape, the pursuit of population welfare is closely intertwined with sustainable economic growth and the rapid expansion of the digital economy. This research seeks to investigate how these elements can be harnessed synergistically through effective digital marketing strategies.

Sustainable Economic Growth and Population Welfare

1.1 The Link between Economic Growth and Welfare

Sustainable economic growth is recognized as a pivotal factor in enhancing population welfare [2]. It provides the necessary resources and infrastructure to support the provision of essential services, including healthcare, education, and social safety nets. Through rigorous scientific analysis of historical data and comprehensive literature reviews [3], we explore the intricate relationship between economic growth and various welfare indicators such as life expectancy, literacy rates, and income distribution.

1.2 Leveraging Sustainable Practices

In this section, we delve into sustainable economic practices that not only stimulate economic growth but also safeguard the environment and promote social equity [4]. Through empirical evidence and completed opinions [5], we analyze how sustainable practices can be effectively integrated into economic policies and industrial strategies.

1.3 Sustainable Growth Metrics and Monitoring

An integral aspect of achieving sustainable economic growth is the establishment of suitable metrics and monitoring mechanisms [6]. This research outlines a comprehensive framework for assessing and measuring sustainability, taking into account economic, environmental, and social dimensions. These metrics aid in tracking progress toward the goal of enhancing population welfare through sustainable economic growth.

3.1 Economic Growth and Welfare

Our analysis of historical data and literature reviews confirmed the significant positive correlation between sustainable economic growth and various welfare indicators. Specifically, we found that sustained economic growth is associated with improvements in life expectancy, literacy rates, and income distribution. These findings underscore the importance of prioritizing sustainable economic policies to enhance population welfare.

3.2 Sustainable Practices Integration

The empirical evidence we gathered demonstrated that integrating sustainable practices into economic policies and industrial strategies is not only feasible but also beneficial. Countries and businesses that actively incorporate sustainability principles into their operations tend to achieve better economic outcomes while simultaneously addressing environmental and social concerns. This approach fosters a more equitable distribution of resources and positively impacts population welfare.

3.3 Sustainable Growth Metrics

Our research resulted in the development of a comprehensive framework for assessing and measuring sustainability. This framework considers economic, environmental, and social dimensions, providing a holistic view of progress toward sustainable economic growth. By using this framework, policymakers and businesses can better track and optimize their efforts to enhance population welfare through sustainable practices.

3.4 Digital Marketing's Impact

Our examination of digital marketing strategies revealed their potential to amplify the benefits of sustainable economic growth. Through interviews with marketing professionals and business leaders, we identified several key findings:

- Digital marketing strategies play a crucial role in disseminating information about healthcare, education, and job opportunities, thereby contributing to population welfare.

- The digital economy provides a fertile ground for entrepreneurship and job creation, especially in the digital marketing sector.

- Effective digital marketing can bridge the gap between rural and urban populations, ensuring that the benefits of economic growth are accessible to all.

These findings underscore the importance of leveraging digital marketing strategies as a complementary tool to sustainable economic growth in enhancing population welfare.

In conclusion, this research has delved into the critical intersection of sustainable economic growth, the digital economy, and digital marketing strategies in the context of improving population welfare. Our methodology included comprehensive data collection and analysis, which allowed us to establish the positive correlation between sustainable economic growth and various welfare indicators.

Furthermore, we highlighted the feasibility and benefits of integrating sustainable practices into economic policies and industrial strategies. The development of a sustainability measurement framework provides a valuable tool for monitoring progress toward enhancing population welfare through sustainable economic growth.

Lastly, our exploration of digital marketing strategies showcased their potential to amplify the benefits of economic growth and promote population welfare. By disseminating information, fostering entrepreneurship, and bridging gaps, digital marketing can play a pivotal role in achieving these goals.

This research contributes to the understanding of how governments, businesses, and non-governmental organizations can harness sustainable economic growth and the digital economy to enhance population welfare. By implementing the actionable recommendations derived from this study, stakeholders can work towards a future where economic growth and digital strategies synergistically improve the well-being of populations worldwide.

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