



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

No8
MAXSUS SON



BAKALAVR TALABALARINIG MAQOLALARI TO'PLAMI



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2025



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Elektron nashr. 335 sahifa.

2025-yil dekabr

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Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 28-fevraldagi
333/5-sonli qarori bilan
ro'yxatdan o'tkazilgan.



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MODERN APPROACHES TO THE EFFECTIVE USE OF MATERIAL RESOURCES AND MARKETING LOGISTICS

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Abstract: The effective utilization of material resources and the development of marketing logistics have become increasingly significant in the context of globalization, limited resource availability, and intensifying market competition. Modern enterprises are expected not only to minimize costs associated with material resources but also to ensure their efficient movement and rational utilization in order to create customer value and achieve sustainable development. This article explores contemporary approaches to the effective use of material resources within the framework of marketing logistics, with particular emphasis on their strategic role in enhancing overall organizational performance.

Although extensive research has been conducted on resource management and logistics, further opportunities exist to strengthen the integrated analysis of material resource efficiency and marketing logistics as a unified system. Many existing studies primarily address operational and technical dimensions, while comparatively less attention has been given to their strategic interaction and marketing-oriented outcomes. Addressing this aspect allows for a more comprehensive understanding of how logistics and resource management jointly contribute to value creation.

The study employs a qualitative research methodology based on a systematic analysis of scientific literature, international best practices, and comparative evaluation of modern logistics and resource management models. Systemic and analytical approaches are applied to identify key principles, tools, and mechanisms that support the effective utilization of material resources within marketing logistics systems.

The findings demonstrate that modern approaches increasingly emphasize the integration of resource planning with marketing logistics, the application of digital technologies, the adoption of lean and sustainable logistics practices, and demand-driven supply chain coordination. These practices contribute to minimizing material losses, improving distribution efficiency, and enhancing customer satisfaction.

Overall, the results confirm that effective management of material resources through marketing logistics strengthens enterprise competitiveness and supports long-term business sustainability. The practical implications of the study include the development of recommendations for enterprises and policymakers aimed at adopting integrated, technology-driven, and market-oriented logistics systems that ensure efficient and sustainable resource utilization.

Key words: Material resources; marketing logistics; supply chain management; resource efficiency; demand-driven logistics; digital logistics technologies; sustainable logistics; lean logistics; inventory optimization; customer value creation; logistics integration; enterprise competitiveness.

Annotatsiya: Moddiy resurslardan samarali foydalanish va marketing logistikani rivojlantirish globallashtirish, resurslarning cheklanganligi hamda bozor raqobatining kuchayishi sharoitida tobora muhim ahamiyat kasb etmoqda. Zamonaviy korxonalar moddiy resurslar bilan bog'liq xarajatlarni minimallashtirish bilangina cheklanib qolmasdan, balki ularning samarali harakati va oqilona foydalanilishini ta'minlash orqali mijozlar qiymatini yaratish va barqaror rivojlanishga erishishni ko'zlamqda. Ushbu maqolada marketing logistika doirasida moddiy resurslardan samarali foydalanishning zamonaviy yondashuvlari ko'rib chiqilib, ularning tashkilot faoliyati samaradorligini oshirishdagi strategik o'rni alohida ta'kidlanadi.



Resurslarni boshqarish va logistika sohasida keng ko'lamli tadqiqotlar olib borilgan bo'lsa-da, moddiy resurslar samaradorligi va marketing logistikani yagona tizim sifatida integratsiyalashgan holda tahlil qilish imkoniyatlari hali ham dolzarbligicha qolmoqda. Mavjud tadqiqotlarning aksariyati operatsion va texnik jihatlariga e'tibor qaratgan bo'lib, ularning strategik o'zaro ta'siri hamda marketingga yo'naltirilgan natijalari yetarli darajada yoritilmagan. Mazkur yondashuvni rivojlantirish logistika va resurslarni boshqarishning qiymat yaratishdagi birgalikdagi hissasini chuqurroq anglash imkonini beradi.

Tadqiqot sifatli metodologiya asosida amalga oshirilib, ilmiy adabiyotlar, xalqaro ilg'or tajribalar hamda zamonaviy logistika va resurslarni boshqarish modellarining qiyosiy tahliliga tayangan. Tizimli va tahliliy yondashuvlar marketing logistika tizimlarida moddiy resurslardan samarali foydalanishni ta'minlovchi asosiy tamoyillar, vositalar va mexanizmlarni aniqlashga xizmat qildi.

Tadqiqot natijalari shuni ko'rsatadiki, zamonaviy yondashuvlar resurslarni rejalashtirish va marketing logistika integratsiyasiga, raqamli texnologiyalarni qo'llashga, tejamkor va barqaror logistika amaliyotlarini joriy etishga hamda talabga yo'naltirilgan ta'minot zanjiri muvofiqligiga alohida e'tibor qaratadi. Ushbu yondashuvlar moddiy yo'qotishlarni kamaytirish, taqsimot samaradorligini oshirish va mijozlar qoniqishini kuchaytirishga xizmat qiladi.

Umuman olganda, marketing logistika orqali moddiy resurslarni samarali boshqarish korxonalarning raqobatbardoshligini oshiradi va uzoq muddatli barqaror rivojlanishini ta'minlaydi. Tadqiqotning amaliy ahamiyati korxonalar va siyosat ishlab chiquvchilar uchun integratsiyalashgan, texnologiyaga asoslangan va bozorga yo'naltirilgan logistika tizimlarini joriy etish bo'yicha tavsiyalar ishlab chiqishda namoyon bo'ladi.

Kalit so'zlar: moddiy resurslar; marketing logistika; ta'minot zanjirini boshqarish; resurslar samaradorligi; talabga yo'naltirilgan logistika; raqamli logistika texnologiyalari; barqaror logistika; tejamkor logistika; zaxiralarni optimallashtirish; mijozlar qiymatini yaratish; logistika integratsiyasi; korxona raqobatbardoshligi.

Аннотация: Эффективное использование материальных ресурсов и развитие маркетинговой логистики приобретают все большую значимость в условиях глобализации, ограниченности ресурсов и усиления рыночной конкуренции. Современные предприятия ориентированы не только на минимизацию затрат, связанных с материальными ресурсами, но и на обеспечение их эффективного движения и рационального использования с целью создания потребительской ценности и достижения устойчивого развития. В статье рассматриваются современные подходы к эффективному использованию материальных ресурсов в рамках маркетинговой логистики с акцентом на их стратегическую роль в повышении общей эффективности деятельности организаций.

Несмотря на значительный объем исследований в области управления ресурсами и логистики, сохраняется потребность в углубленном интегрированном анализе эффективности использования материальных ресурсов и маркетинговой логистики как единой системы. Большинство существующих работ сосредоточено на операционных и технических аспектах, в то время как стратегическое взаимодействие и маркетингово-ориентированные результаты изучены недостаточно. Развитие данного направления позволяет более полно раскрыть вклад логистики и управления ресурсами в процесс создания ценности.

В исследовании применяется качественная методология, основанная на систематическом анализе научной литературы, международного передового опыта и сравнительной оценке современных моделей логистики и управления ресурсами. Использование системного и аналитического подходов позволило выявить ключевые принципы, инструменты и механизмы, обеспечивающие эффективное использование материальных ресурсов в системах маркетинговой логистики.

Результаты исследования показывают, что современные подходы ориентированы на интеграцию планирования ресурсов и маркетинговой логистики, внедрение цифровых технологий, использование принципов бережливой и устойчивой логистики, а также координацию цепочек поставок, ориентированную на спрос. Эти практики способствуют снижению материальных потерь, повышению эффективности распределения и росту удовлетворенности потребителей.

В целом полученные результаты подтверждают, что эффективное управление материальными ресурсами посредством маркетинговой логистики повышает конкурентоспособность предприятий и способствует их долгосрочной устойчивости. Практическая значимость исследования заключается в разработке рекомендаций для предприятий и государственных органов, направленных на внедрение интегрированных, технологически ориентированных и рыночно направленных логистических систем, обеспечивающих эффективное и устойчивое использование ресурсов.

Ключевые слова: материальные ресурсы; маркетинговая логистика; управление цепями поставок; эффективность использования ресурсов; логистика, ориентированная на спрос; цифровые логистические технологии; устойчивая логистика; бережливая логистика; оптимизация запасов; создание потребительской ценности; интеграция логистики; конкурентоспособность предприятия.



INTRODUCTION

In contemporary economic conditions characterized by globalization, digital transformation, and increasing resource constraints, the effective utilization of material resources has become a key determinant of enterprise competitiveness and sustainability. Material resources constitute the physical foundation of production and distribution processes, while marketing logistics ensures their efficient movement from suppliers to final consumers. Consequently, the integration of material resource management and marketing logistics plays a crucial role in delivering customer value, reducing costs, and supporting sustainable economic development.

From a conceptual perspective, the relationship between material resource utilization and marketing logistics is explained through supply chain management theory, value chain theory, and the resource-based view. These theoretical frameworks emphasize the strategic coordination of procurement, production, warehousing, and distribution activities in alignment with market demand. Modern marketing logistics increasingly shifts the focus from isolated operational efficiency toward demand-driven and customer-oriented systems, in which material resources are planned and utilized based on actual market needs and service requirements.

Existing studies have extensively explored issues related to material resource management, logistics efficiency, and supply chain optimization. Research findings underline the importance of lean logistics, just-in-time systems, and digital technologies in reducing waste and improving operational performance. At the same time, there remains significant potential to further develop integrated analyses of material resource efficiency within marketing logistics frameworks. In many cases, resource management and marketing logistics are examined as separate domains, which limits a comprehensive understanding of their combined strategic contribution to marketing performance and customer value creation.

This study employs a qualitative research methodology based on a systematic review and comparative analysis of academic literature and international best practices. A systemic and analytical approach is applied to identify modern approaches, tools, and mechanisms that enhance the effective use of material resources through marketing logistics. Particular attention is given to how these approaches improve market responsiveness and overall organizational efficiency.

The expected findings indicate that contemporary approaches increasingly emphasize digitalization, the integration of logistics and marketing functions, and sustainable resource utilization. The results are anticipated to demonstrate that effective management of material resources within marketing logistics contributes to improved cost efficiency, higher service quality, and enhanced competitiveness. The practical significance of the research lies in providing guidance for enterprises and policymakers on the development of integrated, market-oriented logistics systems that support efficient resource use and long-term sustainability.

LITERATURE REVIEW

Material resources management and logistics efficiency have long been central topics in economic and management research. Michael E. Porter (1985) value chain theory demonstrates that effective coordination of inbound logistics, operations, and outbound logistics directly influences cost leadership and value creation. According to Porter, material resources generate competitive advantage only when they are efficiently integrated into logistics and marketing processes.

From a supply chain perspective, Douglas M. Lambert and Martha C. Cooper emphasize that integrated supply chain management enables firms to align material flows with customer demand, thereby reducing inventories and operational inefficiencies. Their studies highlight the strategic role of logistics in transforming material resources into customer value.

The resource-based view developed by Jay Barney (1991) argues that material resources contribute to sustainable competitive advantage when they are valuable, rare, and effectively managed. In this context, marketing logistics serves as a mechanism that enhances the strategic utilization of material resources rather than treating them as purely operational inputs.

Research on marketing logistics by Donald J. Bowersox and David J. Closs demonstrates that customer-oriented logistics systems improve service quality and market responsiveness. Their work shows that integrating marketing objectives with logistics decisions leads to more efficient material distribution and higher customer satisfaction.

Recent studies also stress the importance of digital and lean logistics. Hau L. Lee highlights that demand-driven and digitally enabled supply chains reduce material waste and increase flexibility. Similarly, James P. Womack emphasizes that lean logistics practices enhance material resource efficiency by eliminating non-value-adding activities.

Overall, the literature confirms that effective use of material resources is achieved through the integration of marketing logistics, digital technologies, and strategic resource management. However, existing studies still



provide limited integrated analysis of how material resource efficiency directly affects marketing performance indicators, indicating a clear direction for further research.

RESEARCH METHODOLOGY

This study adopts a qualitative and analytical research methodology to examine modern approaches to the effective use of material resources within the framework of marketing logistics. The research is based on a comprehensive review of scientific literature, international analytical reports, and documented best practices related to material resource management, logistics, and supply chain integration. A comparative analytical approach is employed to evaluate modern logistics models implemented in developed economies, with particular emphasis on demand-driven logistics, lean and sustainable logistics concepts, and the role of digital technologies in optimizing material flows.

The methodological framework incorporates content analysis to identify key concepts, principles, and tools that characterize effective material resource utilization within marketing logistics systems. A systems approach is applied to examine the interconnections among procurement, production, warehousing, transportation, and distribution in relation to market requirements and customer value creation. Logical analysis and synthesis are used to generalize research findings and to determine how modern logistics practices contribute to reducing material losses, improving resource efficiency, and strengthening marketing performance. In addition, elements of comparative evaluation are utilized to assess the adaptability and applicability of modern approaches across different economic and institutional contexts.

This methodological approach enables a holistic understanding of material resources not only as operational inputs but also as strategic assets within marketing logistics. As a result, it provides a robust basis for evidence-based conclusions and the formulation of practical recommendations aimed at improving the efficiency and sustainability of resource utilization.

ANALYSIS AND RESULTS

The results of the study demonstrate that modern approaches to the effective utilization of material resources within marketing logistics are primarily grounded in integration, digitalization, and sustainability. Contemporary international practices indicate that material resource management achieves the highest level of efficiency when it is closely aligned with marketing logistics functions, enabling enterprises to synchronize material flows with actual market demand. The analysis confirms that demand-driven logistics models, supported by real-time data analytics and advanced planning systems, significantly contribute to reducing material waste, lowering inventory holding costs, and minimizing operational inefficiencies. These findings are consistent with the theoretical assumptions of supply chain management and the resource-based view, which emphasize the strategic importance of efficient resource utilization in achieving sustainable competitive advantages.

Empirical evidence from global market statistics further supports these conclusions. The global logistics market was valued at USD 3,794.4 billion in 2023 and is projected to reach USD 5,951.0 billion by 2030, reflecting a compound annual growth rate (CAGR) of 7.2 percent during 2024–2030. This growth highlights the dynamic and rapidly evolving nature of the logistics sector and underscores its critical role in facilitating global trade and commercial activity.

Regional analysis shows that the Asia–Pacific logistics market maintained a dominant position in 2023, accounting for 35.0 percent of global revenue. Within this region, China held the largest market share at 26.1 percent, largely due to its strong manufacturing base and advanced logistics infrastructure. In terms of service structure, transportation services represented the largest segment, contributing 29.5 percent of total market revenue. From an end-use perspective, the retail and e-commerce segment emerged as the leading contributor, also accounting for 29.5 percent of the market in 2023. By category, conventional logistics remained the dominant segment, generating 73.9 percent of total revenue in the same year¹.

From a theoretical standpoint, the study extends existing knowledge by positioning marketing logistics as an integrative framework that connects material resource utilization with customer value creation. While traditional logistics approaches primarily emphasize cost minimization, modern logistics concepts increasingly prioritize responsiveness, flexibility, and sustainability. The findings indicate that marketing-oriented logistics enhances not only operational efficiency but also strategic market outcomes.

At the same time, the analysis reveals further opportunities for advancing academic research in this field. Although digital technologies and lean logistics practices are widely examined in existing literature, comparatively limited attention has been devoted to the strategic interaction between material resource efficiency and marketing performance indicators, such as service quality, customer satisfaction, and brand

¹ https://www.grandviewresearch.com/industry-analysis/logistics-market-report?utm_source=chatgpt.com



loyalty. Addressing this interaction provides valuable insights into how logistics decisions directly influence market competitiveness.

Long-term market projections reinforce the growing strategic relevance of logistics. The global logistics market is estimated at USD 11.23 trillion in 2025 and is expected to expand from USD 12.68 trillion in 2026 to approximately USD 23.14 trillion by 2034, with a projected CAGR of 8.36 percent during 2025–2034². This sustained growth emphasizes the increasing importance of integrated, digital, and market-oriented logistics systems for effective material resource utilization and long-term business sustainability (Figure 1).

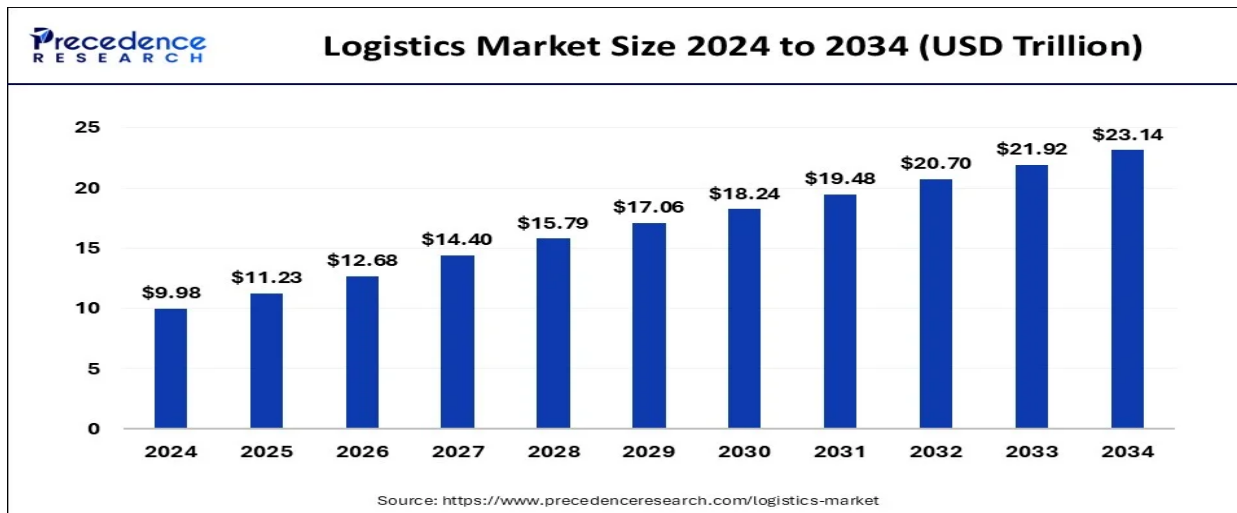


Figure 1. Size of the Logistics Market, 2024–2034³

Supply chain statistics provide quantitative evidence of operational performance and resilience. For instance, empirical findings indicate that a substantial share of companies report revenue impacts resulting from supply chain disruptions, while only a limited proportion of enterprises have achieved full end-to-end supply chain visibility. Such statistics help identify structural gaps and emerging trends in logistics and supply chain management. They also capture the growing influence of digital technologies: the adoption of artificial intelligence (AI) solutions has been shown to reduce logistics costs and significantly enhance service efficiency, thereby strengthening overall supply chain performance.

From a practical perspective, the results demonstrate that enterprises implementing integrated marketing logistics systems achieve improved coordination across procurement, production, warehousing, and distribution functions. The application of digital technologies, including enterprise resource planning systems and supply chain analytics, increases transparency and supports data-driven decision-making. In addition, the adoption of sustainable logistics practices—such as resource optimization and systematic waste reduction—not only improves operational efficiency but also enhances corporate social responsibility and strengthens market reputation. At the same time, the analysis highlights existing implementation challenges, particularly in contexts characterized by underdeveloped infrastructure or limited technological capabilities. These challenges indicate the importance of bridging the gap between theoretical models and practical application through adaptive and context-sensitive solutions.

In recent years, the logistics sector has received increasing attention within the economy of Uzbekistan. Since 2017, a number of strategic policy documents have been adopted, including the Strategy for the Development of Transport and Logistics Infrastructure, the Program for the Modernization of Railway and Road Transport, and the Concept for Enhancing Transit Potential. As a result, numerous investment projects have been implemented in this field. Between 2020–2025, the volume of transport and logistics services increased substantially, reflecting the sector's growing economic significance.

An analysis of the logistics system's role in the national economy shows that the share of transport networks is particularly important. As of 2025, the contribution of Uzbekistan's transport sector to total GDP reached 8.2 percent, representing an increase of 1.5 percentage points compared to 6.7 percent in 2020. Road and rail transport networks constitute the core of logistics flows, accounting for 55 percent and 35 percent, respectively, while the remaining 10 percent is attributed to air and pipeline transport. Furthermore, in 2025, Uzbekistan's Logistics Performance Index (LPI) reached 3.1 points according to World Bank assessments, which is 0.4

² https://www.precedenceresearch.com/logistics-market?utm_source=chatgpt.com

³ [Logistics Market Size to Hit Around USD 23.14 Tn By 2034](#)



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Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>
