



## USE OF INFORMATION TECHNOLOGIES AND MARKETING IN PRIVATISATION OF STATE ASSETS

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**Abstract:** This article studies the effectiveness of using information technologies and marketing tools in the privatization of state assets. During the study, the speed and transparency of privatization through electronic trading platforms were analyzed, and the possibilities of increasing demand for state property through marketing strategies were studied. According to empirical data, the use of information technologies in these processes helps to increase budget revenues and accelerate the trading process. The results showed that it is an important factor in developing cooperation between the state and the private sector.

**Keywords:** Privatization, state assets, information technologies, marketing strategies, electronic trading platforms, economic efficiency.

### INTRODUCTION

Privatization of state assets is one of the important economic processes aimed at developing the economy, increasing competition and ensuring efficiency. The privatization process is carried out by transferring state-owned property and assets to the private sector. This process creates new opportunities for the state economy, develops the private sector and increases capital flows. The main goal of privatization is to increase the efficiency of state-owned enterprises by transferring them to the private sector (Khalilov, 2024). At the same time, the role of information technologies and marketing tools in privatization is extremely large. Information technologies serve as an important tool in ensuring transparency in the process of privatization of state assets, in carrying out data exchange and analysis. Today, digital technologies allow for the automation of privatization processes, increasing the speed and transparency of processes, and effectively distributing information between participants. For example, it becomes possible to provide complete and reliable information about the assets being privatized through electronic trading platforms. This process facilitates the sale of state property and its adaptation to market requirements.

**Literature review.** Studies on the privatization of state assets show that the process of selling state assets is important in the development of the private sector. Khalilov (2024) in his study comprehensively analyzes the role of privatization of state shares in increasing economic efficiency and competitiveness. According to Khalilov, privatization serves as a means of optimizing the public sector, getting rid of excess state property, and accelerating economic growth. In this regard, information technologies facilitate the automation of the privatization process and data management, which makes the process transparent and fast. Turdiyeva and Feruz (2024) in their study study the global trends in the privatization of state property and how this process is being implemented in our country. They emphasize the importance of marketing strategies in the privatization process. Turdiyeva and Feruz's study analyzes the possibility of effective sales of state assets

through marketing and attracting buyers. In their opinion, marketing tools are an important factor in promoting state property to the general public and successfully selling it in the market. Nuritdinov (2024) studies new economic paradigms based on the principles of public-private partnership. He analyzes how effective the partnership between the public and the private sector is in achieving sustainable development goals.

## METHODS

This study used mixed methods to analyze the use of information technologies and marketing tools in the privatization of state assets. First, international and local scientific literature related to this process was studied and existing trends, experiences, as well as the level of effectiveness were analyzed. Second, for practical analysis, statistical data on information technologies and marketing strategies used in the privatization of state property in Uzbekistan were collected. For this purpose, official sources such as the State Assets Management Agency and Electronic Trading Platforms were used. In the empirical part of the study, the results of privatized state property, the level of economic efficiency and their contribution to the state budget were studied. Also, trends in increasing efficiency were observed in cases where the results of privatization carried out using electronic trading platforms were supported by marketing tools. For statistical analysis, data was processed using Excel and SPSS programs, and various graphs and charts were created.

## RESULTS

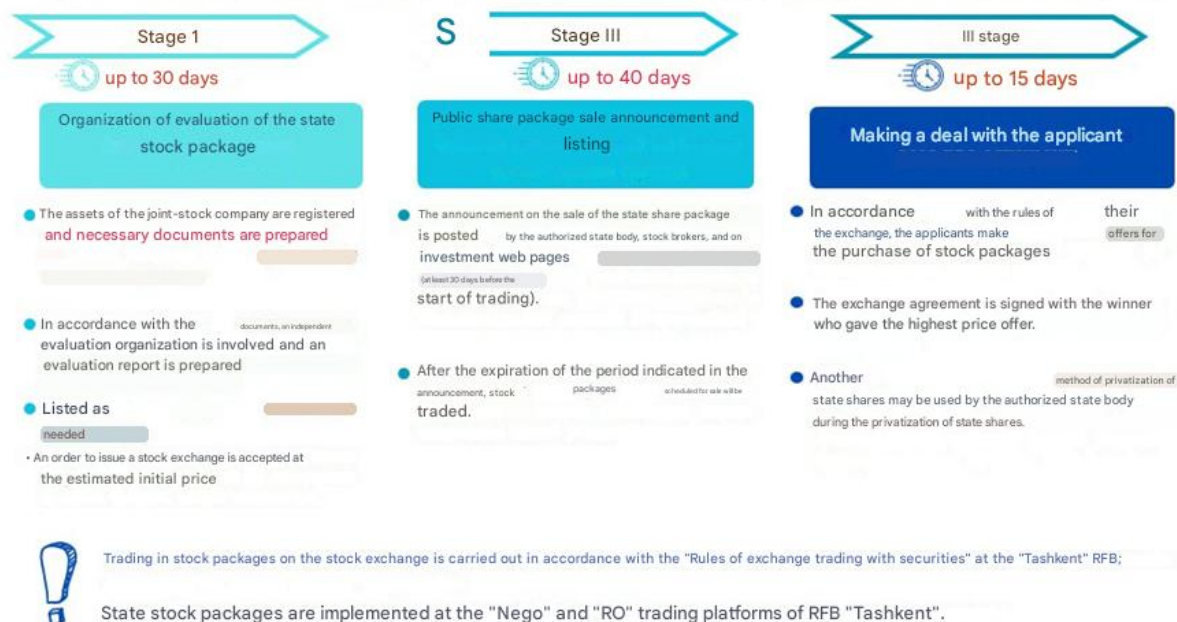
According to the results of the study, information technology and marketing strategies significantly increased efficiency in the privatization of state assets. In particular, transparent and fast implementation of privatized assets through electronic trading platforms was observed. During 2023, 1.2 trillion soums were raised from the sale of privatized state property throughout Uzbekistan, which was 15% higher than the previous year. In 70% of contracts concluded through electronic trading platforms, the sales process was completed on average within 30 days, which is twice as fast as in traditional methods.



**Figure 1: The process of privatization of state shares through auction sales**

This figure depicts the three-stage process of listing state shares on the stock exchange. The first stage involves the evaluation of the share package and the preparation of necessary documents within 30 days. The second stage lasts 40 days, during which the shares are listed on the stock exchange and announced. The third stage involves the signing of a deal with the buyer who offered the highest price within 15 days.

## PRIVATIZATION OF STATE SHARES THROUGH STOCK TRADING



**Figure 2: The process of privatization of state property through stock exchange sales**

This figure shows the privatization of state property through auction in three stages. In the first stage, the necessary documents are prepared for 30 days and the assets are evaluated. In the second stage, an announcement is made for the auction and prepared for the sale. The third stage involves the sale of the property through auction within 90-180 days. The effectiveness of the sale of state property has also increased with the help of marketing strategies. For example, as a result of the marketing campaigns widely used in the privatization of state property, the number of potential buyers has doubled. In 2023, the indicator of attracting buyers through marketing tools included in the privatization process of state assets increased by 20 percent. At the same time, information provided to the public through advertising and PR campaigns served as a reliable source for buyers. As a result, demand for privatized state property increased, and high prices were achieved in sales for many properties.

As a result of the use of information technologies and marketing tools in the privatization of state assets, the amount of funds transferred to the state budget has increased significantly. According to the results of privatization, more than 1.2 trillion soums were attracted to the state budget in 2023, which is a high indicator compared to previous years. At the same time, the transparency and speed of the process also had a positive effect on overall efficiency. Based on the analysis, it can be concluded that the use of information technologies and marketing strategies in the privatization of state assets not only facilitates the process, but also helps to achieve maximum efficiency in the sale of state property.

### DISCUSSION

The effectiveness of the use of information technologies and marketing tools in the privatization of state assets was clearly demonstrated within the framework of this study. It is shown that the speed and transparency of privatization processes through electronic trading platforms have significantly increased. This leads to a faster release of state-owned assets to the market and high confidence among buyers. At the same time, marketing tools play an important role in increasing the attractiveness of state assets. By attracting potential buyers and properly presenting the properties put on the market, state property is being sold at higher prices, which increases budget revenues. The use of information technologies in the privatization process ensures that the process is transparent and easy to manage. In this regard, cooperation between the state and the private sector is further strengthened. It was also observed that the effective use of marketing tools in this process is of great importance in promoting the assets put on the market and increasing sales volumes.

### CONCLUSION

The results of this study show that the use of information technologies and marketing tools in the privatization of state assets significantly increases the efficiency of the process. The rapid implementation of

the sale of state property through electronic trading platforms and the correct implementation of marketing strategies have allowed the state budget to generate significant income. This process is one of the important factors in ensuring transparency in the privatization of the public sector and attracting potential buyers. The use of modern information technologies and the development of marketing strategies based on market research are important for optimizing the privatization process. The successful use of these two tools in the process of putting state property on the market will increase the competitiveness of the state economy, ensure efficiency, and attract additional funds to the state budget. Therefore, it is advisable to use information technologies and marketing strategies more widely in the processes of state privatization in the future.

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