

**O'zaro
munosabatlarning
yangicha shakllari**

Muallif haqida



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Ta'lim: Toshkent Davlat Iqtisodiyot Universiteti
(bakalavr, magistratura)

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Mehnat faoliyati: Toshkentdagi Xalqaro Vestminster
Universiteti

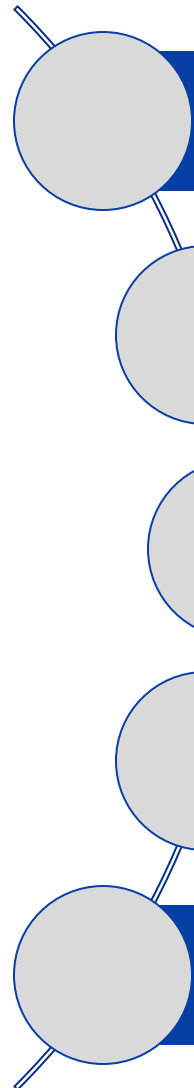
O'zbekiston Respublikasi Bank-moliya
Akademiyasi

Mehnat faoliyati (asosiy) "Interintellect" MChJ - Marketing
Tadqiqotlari va Maslahatlari

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Bugungi suhbatimizda:

- 
- Ishqalanish kuchi va tijorat
 - Onlayn-oflayn – o'zaro munosabatlar
 - Onlayn-oflayn (O2O)
 - Turlilik va raqamli iqtisodiyot
 - Tarmoqlar (networks)

Ishqalanish kuchi va tijorat

□ Haqiqiy (oflayn) dunyo bozorida ishqalanish kuchi;

Ishqalanish kuchi – xaridorlar va firmalar tomonidan o'zaro munosabatlarni amalga oshirish yoki ma'lumotlar almashishga to'sqinlik qiluvchi kuchdir.



Tajriba 1: Qidiruvdagi ishqalanish kuchi



ПАХТАКОР-79



Tajriba 1: Qidiruvdagi ishqalanish kuchi

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Products ▾ Machinery: Alibaba.com International Online Exhibition

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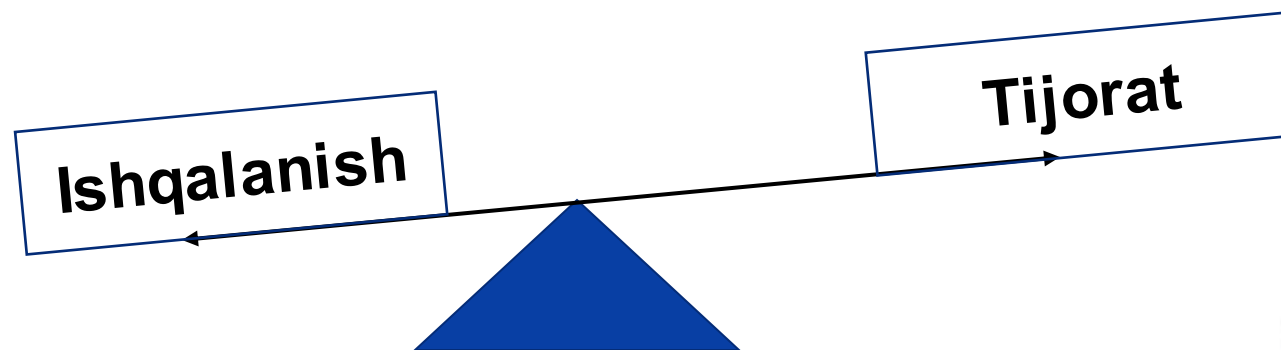
www.salamhotel.uz

www.google.uz

www.alibaba.uz

Haqiqiy va raqamli iqtisodiyot

Raqamli iqtisodiyotda ishqalanish kuchi qanday?



Hali ham, ko'plab savdolar oflayn tarzda amalga oshiriladi!!! Nega???

Qo'l bilan ushlab ko'ring va his eting;

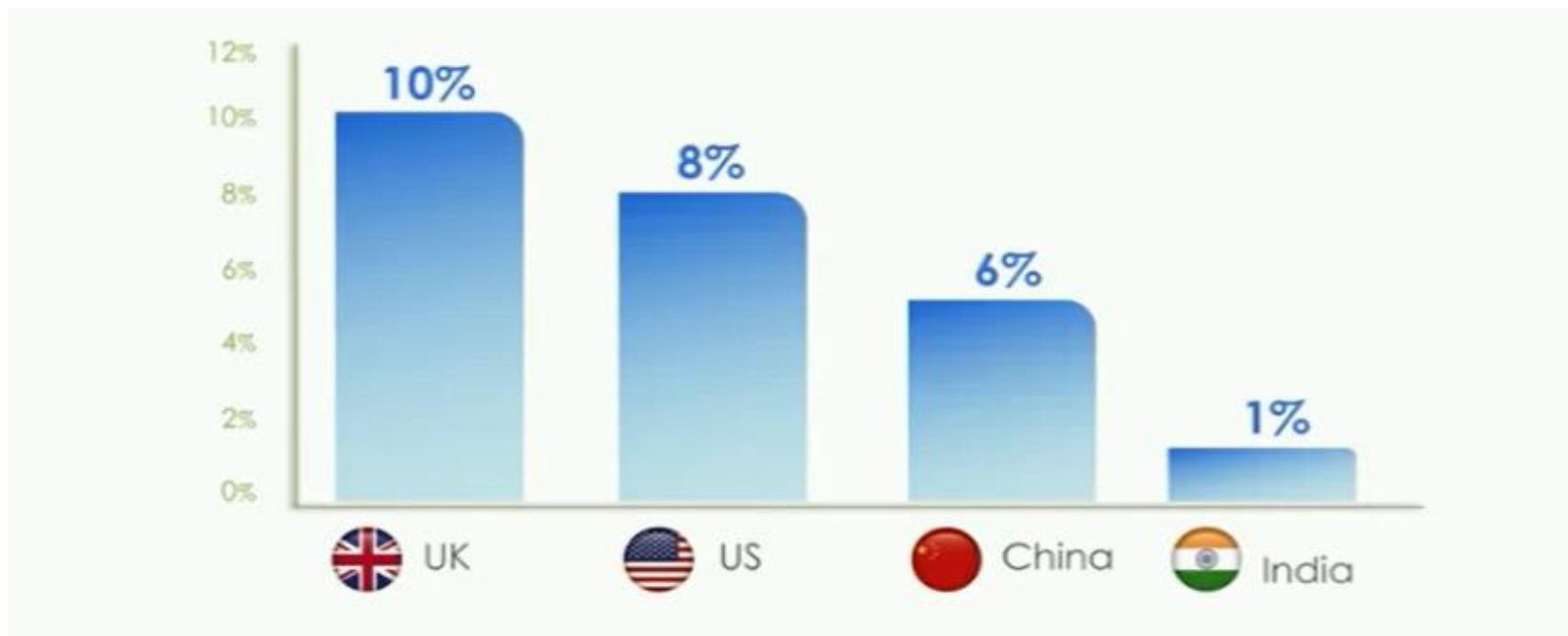
Bir necha kun kutish;

Pul o'tkazmalari (O'zbekiston).



Haqiqiy va raqamli iqtisodiyot

ONLAYN TIJORAT BO'YICHA O'TKAZMALAR FOIZI



LOUIS VUITTON

4% onlayn sotiladi
95 % oflayn sotiladi

Manba: Euromonitor, Morgan Stanley Tadqiqotlari; sayohatlar istisno

Shunga qaramay, o'zaro ta'sir mavjud!

Haqiqiy va raqamli iqtisodiyot

Haqiqiy jahon iqtisodiyotining evolyutsiyasi: Katta shahar – ko'proq tanlovlar (aglomeratsiya)



(**Shanxay, Pekin**) atrofida juda ko'p oflayn do'konlari bo'lgan shaharda yashovchi ayol



(**Shahar tashqarisi, boshqa viloyatlarda**) juda oz oflayn do'konlarga ega bo'lgan joyda yashovchi ayol

Kimning onlayn xarid qilish ehtimoli kata?

- www.soap.com

- www.suits.com

- www.shirts.com



❖ Dunyo bo'ylab, oflayn savdo variantlaridan **uzoqda** yashaydigan xaridorlar, mahsulotlarni **onlayn** xarid qilishi ehtimoli yuqori.

❖ Bundan tashqari, **katta shaharlarda** yashovchilar **ma'lumotlarning** asosiy iste'molchilari hisoblanadi (har bir qo'shimcha 1m aholiga 50-60 "mahalliy saytlar")

Qisqacha dastlabki xulosalar

- ❑ Bugungi jahon oflayn bozori iste'molchilar uchun ikki muhim ishqalanishni keltirib chiqaradi: **qidiruv** va **geografik** ishqalanish;
- ❑ Internet ikkisini ham yengillashtiradi, ammo katta va kichik bozorlar iste'molchilariga turli tarzda yordam beradi;
- ❑ Internet ham o'zining "ishqalanish"lariga ega (ko'plab yangi kompaniyalar "ishqalanish"larni maksimal yo'q qilishga kirishmoqdalar).



Men kitoblar sotishdan daromad qilmayman. Men xaridorlarimga eng to'g'ri qarorlar qabul qilishda yordam berib daromad qilaman.

Jef Bezos, Amazon kompaniyasining ta'sischisi

(Amazon faqatgina kitoblar bilan savdo qilgan paytlar)

Onlayn-oflayn – o'zaro munosabatlar



Ma'lumotlar qarorlar
qabul qilishda
yordamlashadi



Onlayn oflaynga
muhtoj



Raqamli va raqamli
bo'lmagan
xususiyatlar



Mobil texnologiyalar
barchasini tubdan
o'zgartiradi

Onlayn-oflayn – qarorlar qabul qilishda ma'lumotlar

Shaharchadagi eng yaxshi
biznesni toping



Big Fish Little Fish Unclaimed

★ ★ ★ ★ ★ 9 reviews [Details](#)

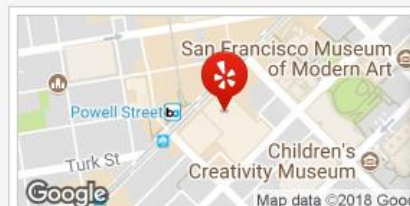
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Poke, Japanese, Hawaiian [Edit](#)



📍 **Westfield Sf Centre**
865 Market St
San Francisco, CA 94103
Union Square, SoMa

📍 Get Directions

📱 Send to your Phone



Westfield SF Centre food court
by... by Ann L.



See all 8 photos



Ad One Boiling Pot

★ ★ ★ ★ ★ 89 reviews

📍 4.9 miles away from Big Fish Little Fish

Peter R. said "I come here on a regular basis and the food is great! But thats not why I'm writing a review. Yesterday night at Walgreens, I had a medical emergency. I urgently had to use the restroom. Walgreens wouldn't..." [read more](#)

[Edit business info](#)

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Hours

Sharhlar (negativ, pozitiv,
ijobiy salbiy)

Onlayn-oflayn – onlayn oflaynga muhtoj

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The Voyagers

https://www.youtube.com/results?search_query=CEO+bonobos+2008



Onlayn-oflayn – raqamli va raqamli bo'lmagan xususiyatlar

Amazon.com;
Zappos.com;
www.officemax.com;
Casper.com
(NapMobile).

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Onlayn-oflayn – mobil texnologilar barchasini o'zgartiradi



Mobil texnologiyalarning besh xususiyatlari;

- Snaking (lift yoki navbat);
- Distributsiya va to'lov tizimi;
- Aqlli va kreativ (geolokatsiya, design);
- O'ziga xos foydalanuvchi interfeysi;
- WOMni yanada kuchaytirish.

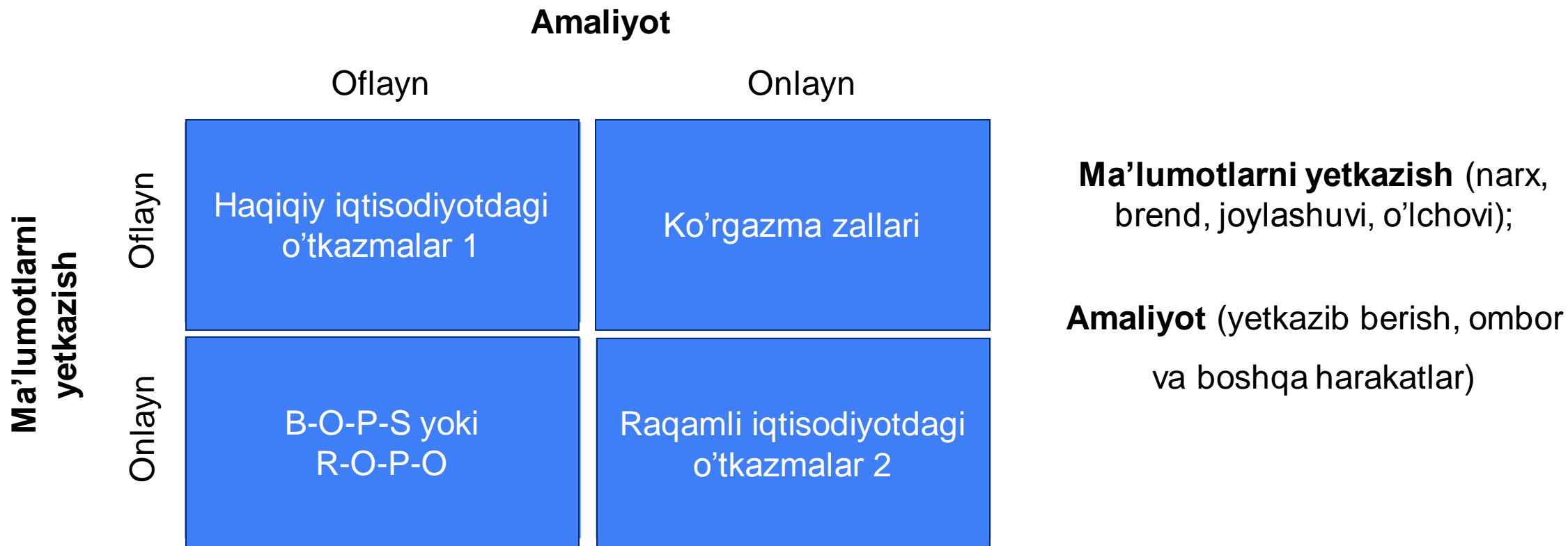


Qisqacha xulosalar

- Qiymat mijozlar "yaxshiroq qaror qabul qilishlari" mumkin bo'lganda yaratiladi;
- Iste'molchilar onlayn va oflayn tarzda mavjud - biznes ayni qoida asosida ishlashi kerak;
- Har bir mahsulot yoki xizmat raqamli (D) va raqamli bo'lmagan (ND) atributlarga ega. ND dan Dga o'zgartirish yoki ND haqida noaniqlikni bartaraf etish hal etuvchi kuch sifatida namoyon bo'ladi;
- Jahon miqyosidagi milliardlab "cho'ntak kompyuterlari" har bir bozorga kirib boradi (Mobil aloqa vositasining besh qoidasini eslang).

Onlayn va oflayn (O2O)

Onlayn va oflayn bizneslar bir biriga raqobatchimi?



B-O-P-S– Onlayn sotib oling, do'kondan oling, yoki alternativi;

ROPO– Onlayn izlang, oflayn xarid qiling.

Tadqiqot ishi (O2O)

Crate&Barrel

www.crateandbarrel.com (oflayn ish boshlagan, onlayn rivojlanib bormoqda)



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WARBY PARKER

www.warbyparker.com (onlayn ish boshlagan, oflayn rivojlanib bormoqda)

Tadqiqot ishi (tabiiy tajriba)

- **Sinov guruhi** (50 milya ichida Crate&Barrel do'koni mavjud)
 - Birinchi: ular o'zlari sotib olgan mahsulotlar yetkazib berilishi mumkin (**onlayn amaliyot**)
 - Ikkinchi: ular o'zlari do'konga tashrif buyurib onlayn xaridlarini olib ketishlari mumkin (**oflayn amaliyot**)

- **Nazorat guruhi** (50 milya ichida Crate& Barrel do'koni mavjud emas)

- Mahsulotlar yetkazib berilishiga to'g'ri keladi

Ikkita tanlov bittasidan yaxshiroq, shunday emasmi?



(batafsil onlayn ma'lumot oflayn amaliyotlarni rag'batlantiradi)

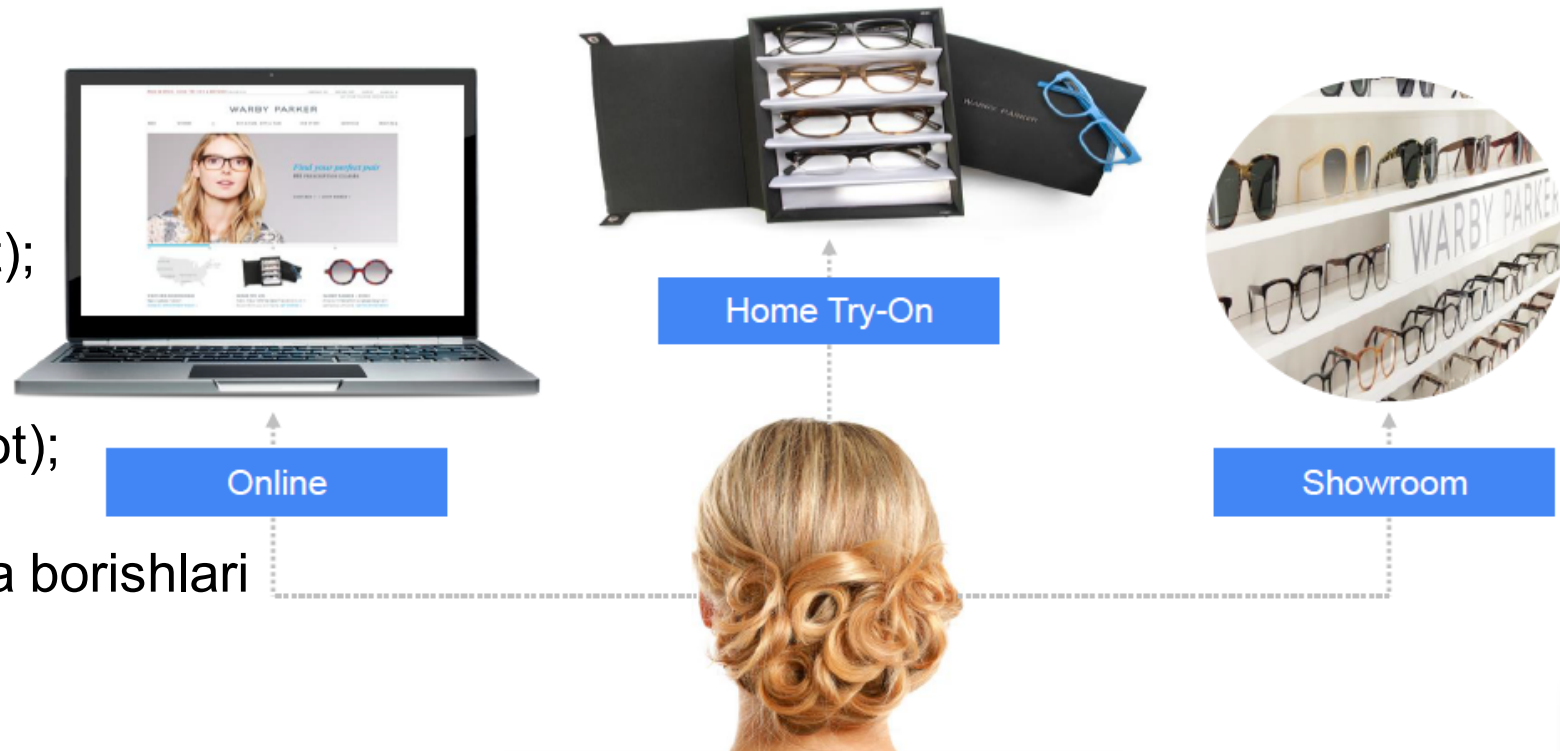
Tadqiqot ishi (tabiiy tajriba)

• Sinov guruhi

–Birinchi: ular saytga tashrif buyurishlari mumkin (oflayn ma'lumot);

–Ikkinchi: ular namuna dasturidan foydalanishi mumkin (oflayn ma'lumot);

–Uchinchi: ular ko'zgzamlar zallariga borishlari mumkin (oflayn ma'lumot).



•**Nazorat** guruhi xaridorlarida faqatgina birinchi ikki variant mavjud

8.8%
Total Sales

3.5%
Web Sales

5%
Home Try-On Sales

(batafsil onlayn ma'lumot oflayn amaliyotlarni rag'batlantiradi)

O'ylash uchun savol...

Gorizontal brend – “Amazon”ga o'xshash boshqalarning mahsulotlarini sotadigan brendlar (yana bir misol sifatida “Far-Fetch”ni olish mumkin);

Vertikal brend – “Bonobos” yoki “Warby Parker” kabi faqatgina o'z mahsulot brendlarini sotuvchi brendlar. Boshqa hech kim Warby Parker ko'zoynaklarini sotmaydi.

Bulardan qaysi biri ko'proq onlayn/oflayn savdoga e'tiborini qaratishi kerak?

Qisqacha xulosalar

- Onlayn-oflayn munosabatlarni ikki asosiy funktsiya linzalari: **axborot** va **geografik** ishqalanish kuchi yuzaga keltiradi;
- Onlayn yoki oflayn ishlash haqida fikr yuritayotganingizda, doimo o'sha faoliyatning kanalga "mos"ligini hisobga oling;
- Yodda tuting: iste'molchilar bizning O2O matritsamizning 4 tala kataklarining barchasida harakatlanadilar, shuning uchun, aksariyat hollarda firmalar ham shu kataklar qonuniyatlariga bo'ysunishi kerak;



Turlilik va raqamli iqtisodiyot



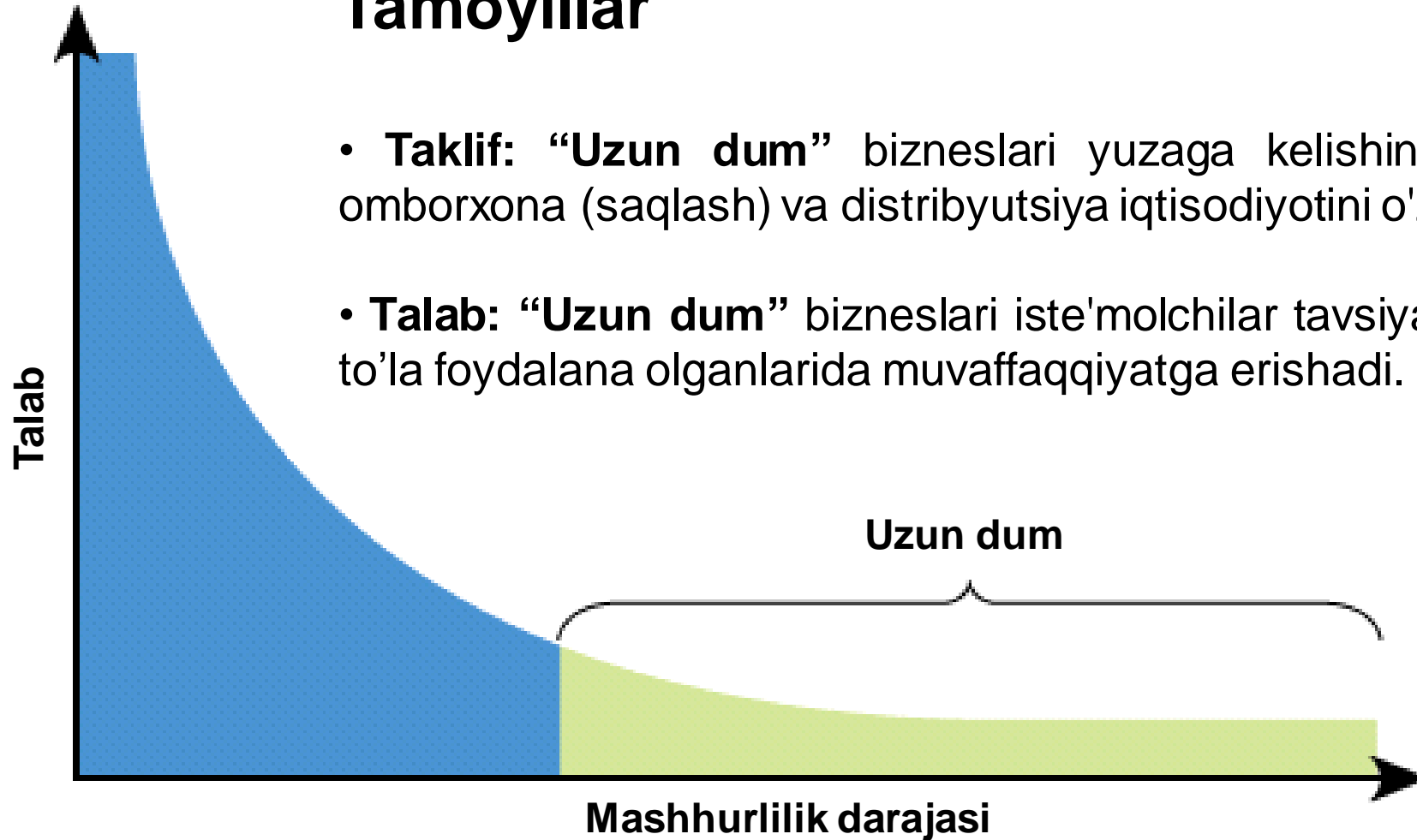
- Xarajat:** Yaqin kunlarga qadar tovarlar va xizmatlarni saqlash va tarqatish xarajatlarning nisbatan yuqoriligi sababli mijozlar uchun yanada ko'proq "turlilik" taklifi nisbatan qimmat edi;

- G'oliblar:** Ko'p jihatdan "80/20" yoki "Pareto" tamoyili haqiqatda ishlardi.

“Uzun dum” modeli

Tamoyillar

- **Taklif:** “Uzun dum” bizneslari yuzaga kelishining asosiy sababi texnologiya omborxonona (saqlash) va distribyutsiya iqtisodiyotini o'zgartirdi;
- **Talab:** “Uzun dum” bizneslari iste'molchilar tavsiyalar va qidiruv instrumentlaridan to'la foydalana olganlarida muvaffaqiyatga erishadi.



www.farfetch.com;
www.edX.com

Internet va “Uzun dum”



Modalar Katalogi



Qisqacha xulosalar

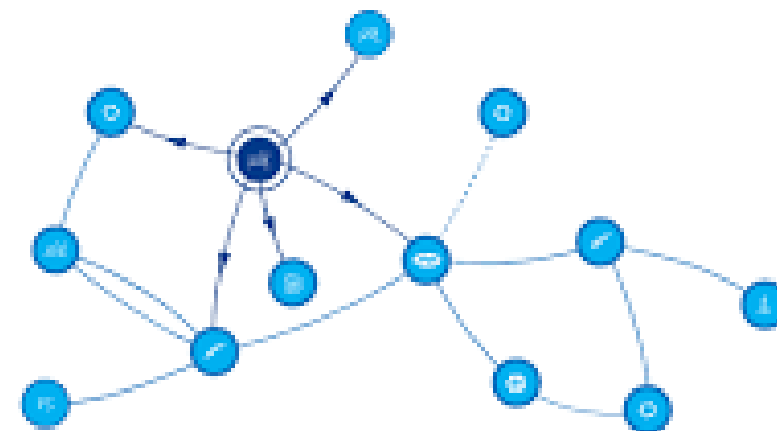
- “**Uzun dum**” doimo **yashirin** tarzda mavjud bo’lib kelgan (iste’molchilarning istaklari turlicha va ular turlilikni xohlashadi);
- Raqamli iqtisodiyot “**Uzun dum**” mahsulotlari va xizmatlarini **yetkazib berishni** osonlashtiradi;
- “**Uzun dum**” faqatgina xaridorlarda “qidiruv vositalari” mavjud bo’lgan holdagina amalga oshadi.

Tarmoqlar (networks)

“Odamlar orasida axborot, maslahat va resurslar almashinuvining muhim so'qmog'i.”

Haqiqiy dunyo (kriket klubi, tennis klubi)

Virtual dunyo (Linkedin, Facebook guruhlari)



Political and social networks in Tajikistan and Uzbekistan: 'clan', region and beyond

[İ Tunçer-Kılavuz](#) - Central Asian Survey, 2009 - Taylor & Francis

... 31. Author's interview with a former advisor in the presidential apparatus. Tashkent, August 2003. 32. In **Uzbek gap** means talk, conversation; osh means meal. 33. Author's interview with a native sociologist and researcher in Uzbekistan, August 2003. 34 ...

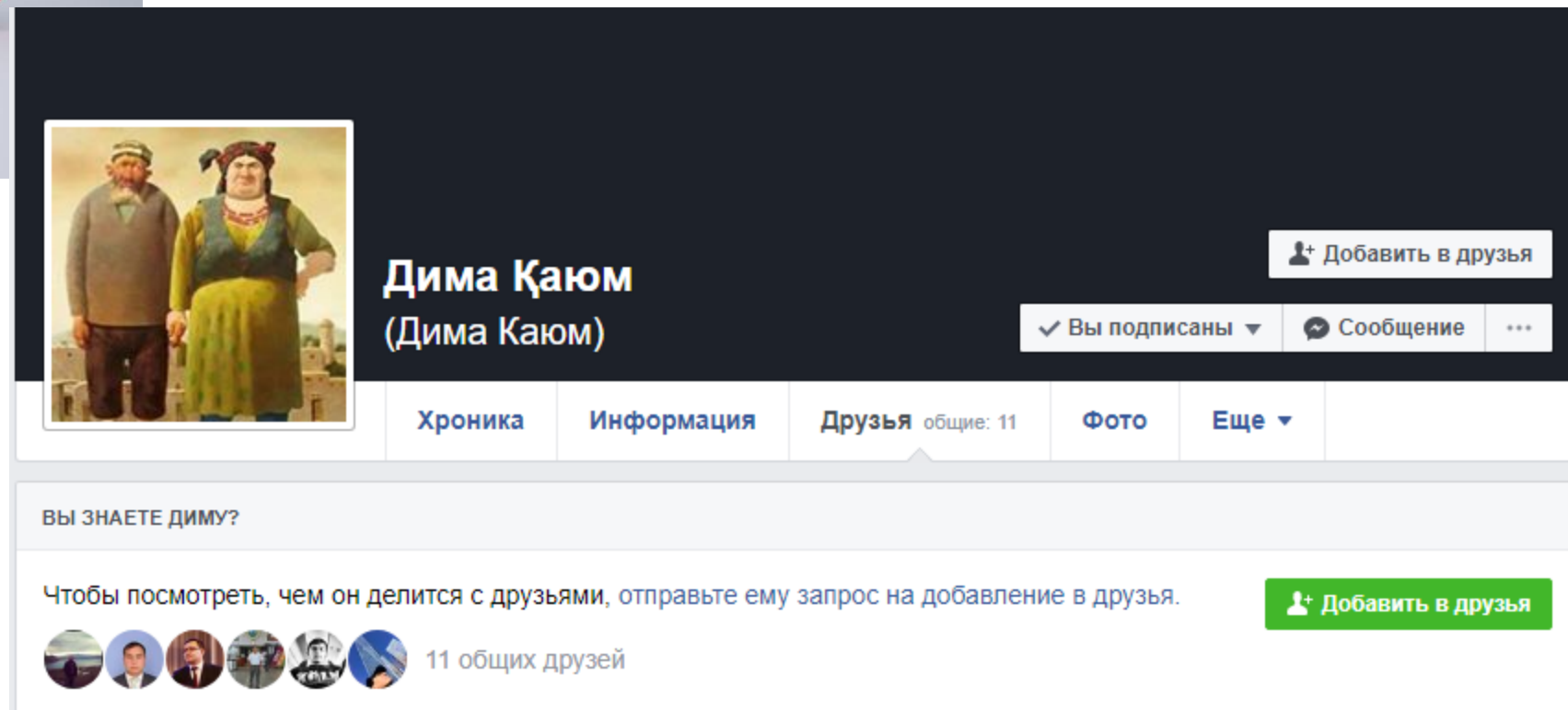
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Tarmoqlar (networks)

1955

“Og’izdan og’izga” marketing eng kuchli reklama usulidir
(Katz and Lazarsfeld)

Dima Qayum



Дима Қаяум
(Дима Каюм)

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Tarmoqlar (networks)



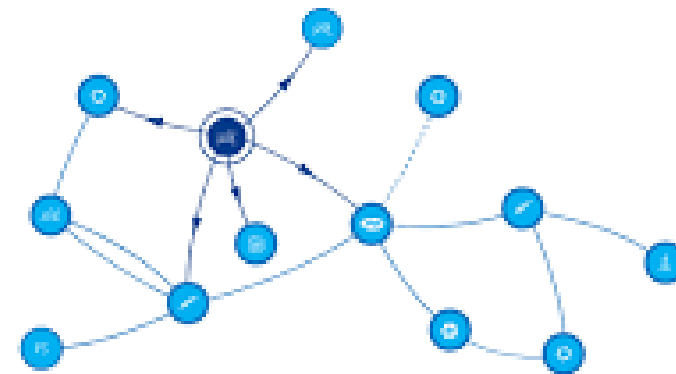
Tarmoq komponentlari sharxi

<http://www.youtube.com/watch?v=pJfq-o5nZQ4>

“Tarmoq” ikki valentli element ka’bi sodda (masalan, ikki sherik), yoki juda murakkab va juda ko’p yakka shaxslarni qamrab olgan bo’lishi mumkin (**Dunbar qonuni**).

To’rt asosiy elementlar

- Nodlar (odamlar);
- Aloqalar (odamlar orasida);
- Bog’lanishlar va uzilishlar kabi dinamik harakatlar;
- Cheklovlar yoki cheklovlarsiz shakllanishi va ishlashi mumkinligi (geografik, ijtimoiy-iqtisodiy, madaniy va hakazo).



Tarmoq komponentlari sharxi

- Tarmoqlar odatda “homofoliya” effektini namoyon etadi (“bir xil patli parrandalarning bir guruhga birlashishi fenomenoni kabi”);
- Tarmoqlar **ta’sir** kuchiga ega.



“Bir Chelak Muzday Suv” chaqirig’i

Ushub tadbir 2014 yil Iyul-Avgust oylarida virusli tarqaldi



Muhim faktlar:

- Tajribadagi 1 kishi yuqoriga qaraydi, keyin esa guvohlarning 4 %i ayni harakatni takrorlaydi;
- Tajribadagi 15 kishi yuqoriga qaraydi, keyin esa bunga guvohlarning 40%i ayni harakatni takrorlaydi;
- Begonalashishning 6 darajasi, lekin uch qadam (aka-uka, aka/ukaning xotini, aka/ukaning xotinining do'sti, aka/ukaning xotinining do'stining tog'a/amakisi);

Zaif aloqalar kuchi





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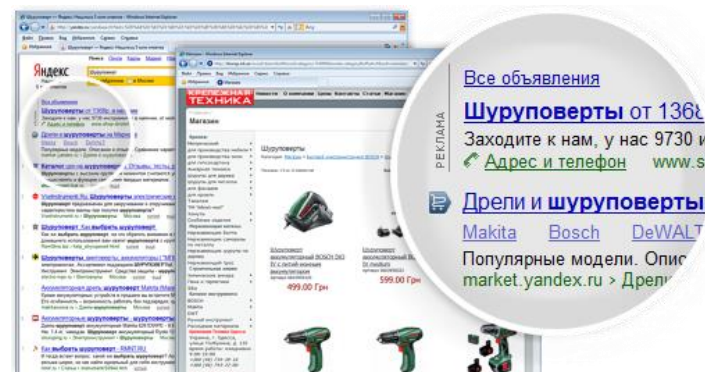
Adres: Buyuk Turon, 42, Toshkent, 100000, O'zbekiston
Mo'ljal: Toshkent Markaziy Univermagi (TsUM)

Ijtimoiy tarmoqlarda kuzatib boring:

Telegram: [@zipwolf_uz](https://t.me/zipwolf_uz)

Facebook: <https://www.facebook.com/zipwolf.zipwolf>

Instagram: <https://www.instagram.com/zipwolf/>



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