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Tashkent International University of Education
Turin Polytechnic University in Tashkent

PROCEEDINGS

of the MMIT'25 International Conference

TA'LIMNING ZAMONAVIY USULLARI VA
INNOVATSION TEXNOLOGIYALAR

MODERN METHODS AND INNOVATION
TECHNOLOGIES IN EDUCATION

СОВРЕМЕННЫЕ МЕТОДЫ И
ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ
В ОБРАЗОВАНИИ

29 May 2025, Tashkent, Uzbekistan

MAQOLALAR TO'PLAMI
СБОРНИК СТАТЕЙ



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Modern methods and innovation technologies in education

**Современные методы и инновационные технологии в
образовании**

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ОГЛАВЛЕНИЕ

Организация образовательного процесса с интеграцией дуального образования и инновационных технологий.....	8
Modern Approaches to Educational Process Organization: Integration of Dual Education and Innovative Technologies	8
Setting up cloud based shared ARMv8 machine for Computer Architecture Education	15
The Working Principle and Polarization Curve of Hydrogen Trucks.....	18
Педагогическая компаративистика в свете глобальных перемен.....	27
Comparative pedagogy in the context of global changes.....	27
Об одной модели использования STEM методологии при организации учебного процесса.....	30
About one model of using STEAM methodology in the organization of the educational process	30
Management Innovation: Shaping the future of Business Management.....	35
O'zbekiston Respublikasi davlat boshqaruv faoliyatida raqamli texnologiyalarni rivojlantirishning huquqiy va amaliy asoslari.....	38
Legal and practical foundations for the development of digital technologies in the activities of public administration of the Republic of Uzbekistan.....	38
LMS - ta'lim jarayonini boshqarish tizimida sun'iy intellekt qo'llanilish.....	46
Application of artificial intelligence in the learning management system LMS	46
Руководитель как лидер профессионального педагогического сообщества	50
The head as the leader of the professional pedagogical community	50
Universitetlardagi tadqiqot va ishlanmalarning ta'lim sifatiga ta'siri.....	54
Impact of university research and development on the quality of education	54
Boshqaruv samaradiligini oshirishda ta'lim texnologiyalarining roli	60
The role of educational technologies in improving management effectiveness.....	60
Meva brendi pozitsiyasini shakllantirish yo'nalishlari.....	66
Directions for the formation of a fruit brand position	66
Raqamli davrda kitob savdosi: online platformalarning o'rni va afzalliklari.....	68
Book trade in the digital age: the role and advantages of online platforms	68
"Smart home" aqlli uy markaziy boshqaruv tizimida sun'iy ong va Liveness detection texnologiyalari integratsiyasi	72
Integration of Artificial Intelligence and Liveness Detection Technologies in the Central Control System of "Smart Home"	72
Tarmoq xavfsizligini ta'minlashda marshrutlash algoritmlari va protokollari.....	76
Routing algorithms and protocols for ensuring network security	76
Protokollar yordamida VPN tarmoqning xavfsizligini ta'minlash.....	79
VPN network security with protocols	79
Ethics and Education in the Context of Karl Popper's Philosophy.....	82
Mustaqil trayektoriyali obyektlarni qayta identifikatsiyalash masalasi	85
Re-identification problem for objects with independent trajectories	85

Belgilangan hududda rfid teglarining koordinatalarini aniqlash usullari tahlili	89
Analysis of methods for determining the coordinates of rfid tags in the designated area.....	89
O'quv auditoriyalarida shaxslarning holatini chuqur o'rganish orqali baholash uchun dataset yaratish	92
Creating a dataset to evaluate the condition of individuals in educational classrooms through in-depth study	92
Improving Critical Thinking Through Effective Argumentation.....	97
Oliy ta'lim tashkilotlarida masofaviy va an'anaviy ta'lim shakllarida o'quv jarayonlarini boshqarish axborot tizimi modellari	99
Models of the information system for managing educational processes in distance and traditional forms of education in higher educational institutions.	99
Oliy ta'lim tashkilotlarida o'quv jarayoniga innovatsion texnologiyalarni tatbiq etish muammolari .	102
Problems of introducing innovative technologies into the educational process in higher educational institutions.....	102
Bridging pedagogical innovation and practice: a literature review on ict adoption in higher education	105
The Evolution of Digital Payments and Its Impact on Financial Inclusion	112
Sustainable groundwater management - problems and scientific tools.....	116
Doimiy suv berishda yer osti suvlari sathining o'zgarishini modellashtirish.....	119
Modeling the change in groundwater level under constant water supply	119
Suv nasoslar orqali yarim qurg'oqchil hududlarda sug'orish amaliyotlarini uzluksiz olib borish.....	125
Continuous implementation of irrigation operations by water pumps in semi-arid regions	125
ESP32 yordamida mini server qurilmasini yaratishning usul va vositalari.....	130
Methods and tools for creating a mini server device using ESP32	130
Innovation Management: The Impact of AI on Sustainable Development and Technology in Uzbekistan.....	135
Psixodiagnostika metodikalarini psixometrika mezonlari va uning mazmun mohiyatini o'rganish....	140
Study of the criteria of psychometrics of psychodiagnostic methods and its content.....	140
Bulutli texnologiyalar asosida masofaviy ta'lim platformalarining didaktik imkoniyatlari: tahlil va rivojlantirish modeli	146
Didactic capabilities of distance learning platforms based on cloud technologies: analysis and development model	146
Obyektlarni sinflashtirishda xatoliklarni minimallashtirishga asoslangan baholarni hisoblash algoritmlari	151
Algorithms for calculating estimates based on minimizing errors in object classification	151
Obyektlarni sinflashtirishda xatoliklarni minimallashtirishga asoslangan baholarni hisoblash algoritmlari.....	158
Algorithms for calculating estimates based on minimizing errors in object classification	158
Hybrid Learning Models Based on ICT: Theoretical and Applied Aspects in Uzbekistan's Higher Education.....	164
Raqamli transformatsiya va kadrlar boshqaruvi: texnologiyalar inson resurslariga munosabatni qanday o'zgartirmoqda?	175

Digital transformation and human resource management: how are technologies changing the attitude towards human resources?	175
Tarix darslarida madaniyatlararo kompetensiyani shakllantirishda pedagogik texnologiyalar	179
Pedagogical technologies in the formation of intercultural competence in history lessons	179
Yashil iqtisodiyotni innovatsion boshqarishda xavf-xatarlarning ta'siri va uni kamaytirish yo'llari ..	182
Impact of risks in innovative management of the green economy and ways to reduce it	182
Ta'limda zamonaviy axborot-kommunikatsiya texnologiyalari	186
Modern information communication technologies in education	186
Sun'iy intellekt va avtomatlashtirishning muhandislik ta'limida qo'llanilishi	189
Application of artificial intelligence and automation in engineering education	189
Xalqaro moliya munosabatlarini rivojlantirishda raqamli texnologiyalardan foydalanish istiqbollari	191
Prospects for the use of digital technologies in the development of international financial relations .	191
Mathematics in the Treatise by Baha ad-Din al-Amili "The Essence of Arithmetic", his Contemporaries and Followers.....	196
Aerodinamik tahlilda sun'iy intellekt va uch karrali integralning integratsiyasi	204
Integration of artificial intelligence and triple integral in aerodynamic analysis	204
The impact of information technologies and the digital economy on economic development	209
The state of the local internet commerce market and the importance of its development	213
Digital diplomacy and its role in the development of small and medium-sized innovative entrepreneurship in the Republic of Uzbekistan	216
Zamonaviy ta'limda gadjetlarning roli.....	220
The role of gadgets in modern education	220
Системный подход в управлении госпитальной школой	223
A systematic approach to hospital school management	223
Школа – мастерская гуманности	227
School – workshop of humanity.....	227
Sun'iy intellekt ilovalarining ta'lim jarayonida foydalanilishi	229
Use of artificial intelligence applications in the educational process.....	229
Совершенствование речевой компетенции студентов филологических направлений при помощи дидактических игр.....	233
Enhancing the Speech Competence of Philology Students through Didactic Games	233
ИИ и разработчики: деградация умений или рост эффективности?	236
AI and developers: degradation of skills or increased efficiency?.....	236
Лидерство и стиль управления: как выбрать эффективную стратегию	244
Leadership and Management Style: How to Choose an Effective Strategy.....	244
Модели управления качеством образования в Узбекистане и Сингапуре	248
Educational systems of Uzbekistan and Singapore: historical and contemporary contexts.....	248
Влияние бихевиористских методов на формирование учебной дисциплины.....	255
The influence of behavioral methods on the formation of academic discipline.....	255

ИИ и разработчики: деградация умений или рост эффективности?	258
The Mathematical Legacy of Baha al-Din al-Amili: An Analysis of Problems from the Treatise "Khulasat al-Hisab" (The Essence of Arithmetic)	258
Применение STEAM –подхода в преподавании управленческих дисциплин	262
The use of the STEAM approach in teaching management disciplines	262
Новые ориентиры HR-менеджмента в условиях развития зелёной экономики.....	265
New guidelines for HR management in the context of the development of the green economy	265
Анализ теории обучения Джона Дьюи в прагматизме и экзистенциализме	268
Analyzing John Dewey's learning theory in pragmatism and existentialism	268
Роль искусственного интеллекта в развитии мировой экономики.....	271
The role of artificial intelligence in the development of the global economy.....	271
Использование мультимедийных средств в учебном процессе.....	275
The use of multimedia tools in the educational process.....	275
Сравнительный анализ методов оценивания в истории педагогики.....	278
Comparative analysis of assessment methods in the history of pedagogy	278
Практическое применение когнитивистской теории обучения.....	283
Practical application of cognitive learning theory.....	283
Морфологический анализ каракалпакского языка с помощью нейронных сетей	285
Morphological analysis of the Karakalpak language using neural networks	285
Научно-методические подходы к урокам физической культуры в условиях инклюзивного образования.....	289
Scientific-methodological approaches to physical education lessons in inclusive education	289
Об одной модели модернизации учебного процесса	291
About one model of modernization of the educational process	291
Современные информационно-коммуникационные технологии в образовании: опыт Узбекистана	295
Modern information and communication technologies in education: the experience of Uzbekistan...	295
Ta'limda zamonaviy axborot-kommunikatsion texnologiyalar	298
Modern informationcom-munication technologies in education	298
Yashil iqtisodiyotga o'tishda xorijiy investitsiyalarning ahamiyati hamda rivojlanish dinamikasi: Markaziy Osiyo davlatlari misolida	301
The role of foreign investment in the transition to a green economy and development dynamics: the case of Central Asian countries	301
Будущее образования: педагогические теории на стыке истории и цифровых технологий.....	307
The Future of Education: Pedagogical Theories at the Intersection of History and Digital Technologies	307
Разработка интернет-магазина на платформе WordPress: функциональная модель и практическая реализация.....	311
Development of an Online Store on the WordPress Platform: Functional Model and Practical Implementation	311
Проект Yostate: создание онлайн-магазина одежды.....	316

Project Yostate: creating a stylish online clothing store	316
Ta'limda zamonaviy axborot-kommunikatsiya texnologiyalari va sun'iy intellekt: istiqbollar va amaliy yechimlar	321
Modern information and communication technologies in education and artificial intelligence: prospects and practical solutions.....	321
Применение метода множителей Лагранжа при нахождении условного экстремума функции двух переменных	324
Application of the Lagrange multiplier method in finding the conditional extremum of a function of two variables	324
Современные информационно-коммуникационные технологии в образовании, адаптация персонала к информатизации образовательного процесса	328
Modern information and communication technologies in education, staff adaptation to informatization of the educational process	328
Zamonaviy ta'lim, pedagogika va steam: integrativ yondashuvlarning ilmiy-asosiy tahlili	333
Scientific and basic analysis of modern education, pedagogy and steam: integrative approaches	333
Adabiyotlar ro'yxati.....	335
Tolali optik aloqa tizimlarini tadqiq qilishda qo'llaniladigan paket dasturlar tahlili	336
Analysis of package programs used in the study of fiber optic communication systems	336
GeoUtr dasturida optik kirish tarmoqlari abonentlariga xizmatlar ko'rsatish.....	340
Provision of services to subscribers of optical access networks in the GeoUtr program	340
Globallashuv sharoitida yoshlarda g'oyaviy immunitetni shakllantirishning pedagogik asoslari	345
Pedagogical foundations of the formation of ideological immunity in young people in the context of globalization.....	345
Ta'lim muassasalarini boshqarishda ustozlikning roli	349
The role of mentorship in the management of educational institutions	349

MEVA BRENDI POZITSIYASINI SHAKLLANTIRISH YO‘NALISHLARI

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Annotatsiya. Ushbu maqolada meva yetishtiruvchi xo‘jaliklar samaradorligini oshirish, eksport salohiyatini yaxshilash, ichki bozorni sifatli mahsulot bilan ta‘minlash va raqobatda ustunlikka erishishda mevada brend yaratishning ahamiyati va muhimligi, bu borada yuzaga kelayotgan muammolar va meva brendi pozitsiyasini shakllantirish yo‘nalishlari to‘g‘risida qisqacha ilmiy-nazariy va statistik ma‘lumotlar asosida yoritib berilgan.

Kalit so‘zlar: meva, brend, pozitsiya, auditoriya, strategiya, kommunikasiya, premium, segment.

DIRECTIONS FOR THE FORMATION OF A FRUIT BRAND POSITION

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Abstract. In this article, the importance and importance of creating a fruit brand in increasing the efficiency of fruit-growing farms, improving export potential, providing the domestic market with quality products and gaining competitive advantage, the problems that arise in this regard, and directions for forming the position of a fruit brand are briefly presented. explained on the basis of statistical data.

Keywords: fruit, brand, position, audience, strategy, communication, premium, segment.

Kirish

Brend bozorga chiqishidan oldin, u kim uchun ishlab chiqarilgan va raqobatchilardan nimasi bilan farq qilishini aniqlab olishi kerak — odatda bularning barchasi bozorda mavjud bo‘lgan eng kuchli raqobatchidan kelib chiqib aniqlanib olinadi. Brendni raqobatchilardan farqlab, uning maqsadli auditoriyasini aniqlab beradigan omil “pozitsiyalash” deb ataladi. Ma‘lumki brend pozitsiyasi har bir mahsulot xususiyatidan kelib chiqib, har bir turdagi mahsulot uchun maxsus shakllantiriladi. Shu munosabat bilan maqolada aynan meva uchun brend pozitsiyasini shakllantirish va bu borada amalga oshirilishi muhim bo‘lgan yo‘nalishlar ketma-ketligi yoritib berilgan.

Natijalar va muhokama

Avvalo mevadagi brend pozitsiyasiga ta‘rif beradiga bo‘lsak - bu meva brendining bozordagi meva mahsulotlarga nisbatan iste‘molchilar ongida egallagan strategik o‘rni yoki tushunchasi. Brendning pozitsiyasi - bu kompaniya yoki ishlab chiqaruvchi o‘z mahsulotlarini maqsadli auditoriya ko‘z o‘ngida idrok etishini xohlaydigan usul. Mevalar kontekstida bu turli jihatlari va mezonlarini qamrab olishi mumkin, masalan:

1. Mahsulot sifati: mevani yuqori sifatli, organik yoki ekologik toza, masalan, “pestitsidlarsiz” yoki “barqaror qishloq xo‘jaligi usullaridan foydalangan holda yetishtiriladigan” sifatida joylashtirish;

2. Narxlar diapazoni: Ba‘zi meva brendlari o‘ziga xos xususiyatlarga ega, qimmatbaho meva navlarini taklif qiluvchi premium segmentga yo‘naltirilgan bo‘lishi mumkin, boshqalari esa arzon va ommaviy bozorga qaratilgan bo‘lishi mumkin;

3. Noyob xususiyatlar: Mevalarning joylashuvi ularning o'ziga xos ta'mi, kelib chiqishi (masalan, ekzotik mamlakatlarning tropik mevalari), qadoqlash yoki innovatsion qayta ishlash usullari (masalan, barcha vitaminlar saqlanib qolgan muzlatilgan mevalar) asosida bo'lishi mumkin;

4. Sog'liqqa foydalari: mevani sog'lom turmush tarzi mahsuloti sifatida joylashtirish, masalan, vitaminlar, antioksidantlar yoki past kaloriyalarni ta'kidlash;

5. Maqsadli auditoriya: pozitsiyani aniqlash muayyan iste'molchilar guruhlari bilan ham bog'liq bo'lishi mumkin, masalan, bolalar (mazali va sog'lom mevalar), vegetarianlar, sog'lig'iga e'tiborli odamlar yoki ekzotik sevuvchilar uchun.

Shunday qilib, mevadagi brendning pozitsiyasi - bu kompaniya iste'molchilar o'z mahsulotlarini raqobatchilarga nisbatan qanday qabul qilishlarini xohlaydi va bu brendning bozorda ajralib turishiga yordam beradi.

Hozirgi kunda ko'pgina mamlakatlar qatori bizning qishloq xo'jaligimizda yetishtirilayotgan meva mahsulotlari brend yaratish va targ'ib qilish orqali bozorda raqobatbardoshlikka erishishga harakat qilishmoqda. Xususan, ichki va tashqi bozorlarda meva mahsulotlarining talab va taklifining oshishi xo'jaliklar uchun o'z mahsulotlarini qimmatroq sotishga qiyinchilik tug'dirmoqda. Xo'jaliklar tomonidan amalga oshirilayotgan tadbirlar qatorida meva brendini shakllantirish eng asosiy va optimal usulga aylanmoqda. Brendni nafaqat yaratish balki uni pozitsiyasini shakllantirish esa eng asosiy vazifa.

Xulosa

Mahsulot strategiyasi sifatida brend mevalarning yangiligi, tabiiyligi va GMO yoki kimyoviy moddalar mavjud emasligiga urg'u beradi, taklif etilayotgan assortiment esa nodir navlar va ekzotik turlar orqali farqlanadi; shu bilan birga, qadoqlash va yetishtirishda innovatsion texnologiyalar, masalan, barqaror dehqonchilik amaliyoti qo'llaniladi. Qiymat taklifi esa sog'lom turmush tarzini targ'ib qilish, organik ishlab chiqarish orqali barqarorlikka e'tibor qaratish va mahalliy fermerlarni qo'llab-quvvatlash orqali ijtimoiy mas'uliyatni ifodalaydi. Kommunikatsiya strategiyasida noyob branding — yorqin vizual uslub, logotip va shior orqali ajralib turadi, shuningdek, mahsulot kelib chiqishi, fermer xo'jaliklari haqida videoroliklar, hissiy aloqa (masalan, oilaviy qadriyatlar yoki sog'liqni saqlash mavzulari) va PR vositalari orqali iste'molchida ijobiy tasavvur uyg'otiladi. Maqsadli auditoriya yoshi va ehtiyojlari (masalan, sportchilar, bolalar, oilalar) bo'yicha segmentatsiya qilinadi hamda har bir guruh uchun individual takliflar, masalan, bolalar uchun qulay qadoqlash yoki sport barlari taqdim etiladi. Tarqatish kanallarida mahalliy bozorlar orqali iste'molchiga yaqinlik, raqamli kanallar — internet-do'konlar va oziq-ovqat yetkazib berish xizmatlari bilan hamkorlik, shuningdek, eksport orqali xalqaro bozorlarga chiqish rejalashtirilgan. Narxlashda esa premium segment uchun eksklyuzivlik (noyob yoki organik mevalar) va ommaviy bozor uchun narx-sifat nisbatiga asoslangan qulay narxlar taklif etiladi. Innovatsiyalar va tendensiyalar esa super oziq-ovqatlar (masalan, avakado, mango), biologik parchalanadigan qadoqlash, qulay gazak formatlari, tayyor meva aralashmalari kabi zamonaviy oziq-ovqat trendlarini o'z ichiga oladi. Ushbu barcha yo'nalishlar brendning bozordagi o'rnini mustahkamlashga xizmat qiladi.

Adabiyotlar

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An abstract graphic featuring a complex network of interconnected nodes and lines, resembling a molecular structure or a data network, set against a dark blue background. The nodes are represented by circles of varying sizes, and the lines are thin, light blue, creating a web-like pattern that fills the upper two-thirds of the page.

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