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THE MAIN RISKS IN THE MANAGEMENT OF ADVERTISING PROJECTS OF
INTERNATIONAL LOGISTICS COMPANIES IN AZERBAIJAN

ОСНОВНЫЕ РИСКИ ПРИ УПРАВЛЕНИИ РЕКЛАМНЫМИ ПРОЕКТАМИ
МЕЖДУНАРОДНЫХ ЛОГИСТИЧЕСКИХ КОМПАНИЙ В АЗЕРБАЙДЖАНЕ

ӘЗІРБАЙЖАНДАҒЫ ХАЛЫҚАРАЛЫҚ ЛОГИСТИКАЛЫҚ
КОМПАНИЯЛАРДЫҢ ЖАРНАМАЛЫҚ ЖОБАЛАРЫН БАСҚАРУДАҒЫ НЕГІЗГІ
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Abstract: In modern conditions, transnational corporations are increasingly resorting to the concept of risk in managing advertising projects for the improvement of goods and services and their export to foreign markets. In particular, international advertising projects are being developed that minimally adapt to the local market and are strictly regulated. International advertising project often requires modifications to different countries and regions taking into account national, cultural, religious, linguistic and other differences. Therefore, transnational corporations are faced with the need to choose, change the topic of advertising and the tactics of persuasion in relation to the markets of different countries [3].

In modern conditions, many international companies develop advertising projects on the basis of the most advanced technologies that ensure integration into World advertising structures. As a result of the scientific-technical revolution in advertising activities on the world market, many changes have taken place, which manifest themselves more clearly in the following three areas:

- computerization of advertising process and application of informativeness;
- the growing influence of the global internet electronic network in the sphere of international advertising;
- active use of advertising on mobile phones.

Key words: Advertising, Logistics, Risk.

Аннотация: В современных условиях транснациональные корпорации все чаще прибегают к концепции риска при управлении рекламными проектами по улучшению товаров и услуг и их экспорту на зарубежные рынки. В частности, разрабатываются международные рекламные проекты, которые минимально адаптируются к местному рынку и строго регулируются. Международный рекламный проект часто требует внесения

изменений в разные страны и регионы с учетом национальных, культурных, религиозных, языковых и других различий. Поэтому транснациональные корпорации сталкиваются с необходимостью выбора, изменения темы рекламы и тактики убеждения применительно к рынкам разных стран [3].

В современных условиях многие международные компании разрабатывают рекламные проекты на основе самых передовых технологий, обеспечивающих интеграцию в мировые рекламные структуры. В результате научно-технической революции в рекламной деятельности на мировом рынке произошло много изменений, которые более четко проявляются в следующих трех областях:

- компьютеризация рекламного процесса и применение информативности;
- растущее влияние глобальной электронной сети Интернет в сфере международной рекламы;
- активное использование рекламы на мобильных телефонах.

Ключевые слова: Реклама, Логистика, Риск.

Аңдатпа: Қазіргі жағдайда трансұлттық корпорациялар тауарлар мен қызметтерді жақсарту және оларды шетелдік нарықтарға экспорттау бойынша жарнамалық жобаларды басқару кезінде тәуекел тұжырымдамасына жүгінуде. Атап айтқанда, жергілікті нарыққа аз бейімделетін және қатаң реттелетін халықаралық жарнамалық жобалар әзірленуде. Халықаралық жарнама жобасы көбінесе ұлттық, мәдени, діни, тілдік және басқа да айырмашылықтарды ескере отырып, әртүрлі елдер мен аймақтарға өзгерістер енгізуді талап етеді. Сондықтан трансұлттық корпорациялар әртүрлі елдердің нарықтарына қатысты жарнама тақырыбын және сендіру тактикасын таңдау, өзгерту қажеттілігіне тап болады [3].

Қазіргі жағдайда көптеген халықаралық компаниялар әлемдік жарнама құрылымдарына интеграцияны қамтамасыз ететін ең озық технологиялар негізінде жарнамалық жобалар жасайды. Әлемдік нарықтағы жарнамалық қызметтегі ғылыми-техникалық революция нәтижесінде көптеген өзгерістер болды, олар келесі үш салада айқын көрінеді:

- жарнама процесін компьютерлендіру және ақпараттылықты қолдану;
- халықаралық жарнама саласындағы ғаламдық электрондық Интернет желісінің өсіп келе жатқан ықпалы;
- ұялы телефондардағы жарнамаларды белсенді пайдалану.

Түйін сөздер: жарнама, логистика, тәуекел.

As we know, advertising is connected with all sectors of the economy. In this case, it is necessary to take into account the risk factor. Economic, natural, political, etc. risks all directly affect advertising. Of course, the concept of risk is widely used in the management of advertising projects. In a market economy, it is necessary to make decisions independently, which are an important part of theoretical and practical management, in solving risk management problems. Many management decisions are made in a risk environment that includes the following groups of factors:

- lack of complete information;
- availability of competing opinions;
- the presence of random elements, etc.

Taking into account all these factors we have listed, a number of measures are being implemented in Azerbaijan to ensure sustainable implementation, taking as a basis the risk factor in the management of advertising projects of international logistics companies. The law of the Republic of Azerbaijan on advertising (03.10.1997) defined advertising as such. "Advertising" is information disseminated for the purpose of forming or maintaining interest on physical and legal

persons, commodities, ideas and innovations (advertising information), assisting in the sale of commodities, realization of ideas and innovations [1].

The purpose of writing the article is to develop ways to minimize risks in the management of advertising projects for international logistics companies.

The subject of the article is the process of developing ways to minimize the main risks of the international logistics company in the management of advertising projects in modern conditions.

The object of the article is the international logistics companies operating in the markets of Azerbaijan.

Theoretical and methodological bases of the article are the placement of advertising and communication problems of local and foreign experts in general, work on world and Azerbaijani logistics, mathematical modeling methods, statistical groupings, comparative analysis, including quantitative and qualitative methods of market research and analysis of logistics company activities, surveys, questionnaires, organizes expert assessments.

The implementation of an advertising project is uncertainty or risk. Uncertainty is the main parameters of the project (audience, channels of dissemination of advertising information, the activity of competitors, characteristics of the advertised object, etc. and the terms of implementation of the project, including the costs associated with them, are characterized by insufficient or incomplete information.

The factors of uncertainty in the advertising project are:

- Complete knowledge of the parameters of the project, the situation and conditions of the selection of the optimal solution;
- The inability to take into account all the necessary information;
- Probable events of the external environment of the project (tax changes, changes in legislation, currency fluctuations, crisis changes in demand or supply in the market);
- The random factors that can not occur;
- Subjective counter-factors that arise when partners in a project with conflicting or incompatible interests interact.

It is the risk of uncertainty that leads to the emergence of unfavorable situations and their consequences. Risk is a probable event or condition. In most cases, the risk is an obstacle to the development and implementation of an advertising project. But the risks are both in itself and in the possibilities. For example, in the event of consistent implementation of measures for the development of advertising text, the project team intended this risk as a way to minimize the risk by performing several actions simultaneously: to prepare and print a model of the most problematic "areas" of the model.

The management of advertising projects involves not only the presence of uncertainty and risks, but also the analysis of risk and loss. There are no risk-free projects, which means that risk management is necessary [9].

Risk management is a set of methods for analyzing and neutralizing risk factors integrated into a system of planning, monitoring and corrective effects.

The risk management process includes:

- ✓ risk identification - identification of events that may adversely affect the project;
- ✓ quality analysis, risk - quality price probability risks and their impact project;
- ✓ quantitative analysis of the probability of each risk and assessment of the degree of impact on project results;
- ✓ risk response planning - development of risk response tactics, thus strengthening the positive outcomes of the risk and reducing the negative effects;
- ✓ monitoring and control of existing risks, ie the process of monitoring existing risks and identifying new risks.

During the development of the project, these periods are carried out periodically. You can manage certain and well-known risks. Therefore, the main task is to provide risks.

Risk management plans and reserves for possible losses are created to manage risks. However, it is likely that not all risks can be seen, so management resources are created to cover them. The use of this resource is usually beyond the scope of the project and requires changes in the project schedule and project cost estimates. This reserve is to be used by the advertising agency that plans and implements the project or by the top management of the advertising client.

The following risk protection methods are used in advertising practice:

- ✓ acceptance of risk - formation of reserves of neglected risk and losses that cannot be covered.

- ✓ risk reduction - the risk of unfavorable consequences of the probability of reduction.

The simplest and most common practice for reducing the risks of advertising agencies is to establish and develop their own agent relationships between existing and potential participants in the advertising process. Such tactics allow the agency to respond quickly and quickly to adverse events. For example, when there are more than one printing company among the agency's partners, it is easier to fulfill the obligations on the timing of the publication of advertising materials; the quality of the outdoor advertising placement program will be higher, and the risk of losing time to agree on such placement options with the advertiser is not one among the agency's partners, but dozens of foreign advertising market operators, etc. will be lower [4].

The planning of advertising companies should take into account the risks associated with intentional or accidental violation of existing legislation and other acts in the field of advertising. Ways to minimize them include:

- ✓ all types of risks must be recognized without special knowledge or use of technical means;

- ✓ advertising should not incite citizens to dangerous and illegal actions;

- ✓ advertising should be disseminated only for goods and services that have passed certification or licensing, as well as those that are not prohibited for production and sale;

- ✓ advertising should not fall into the category of "wrong", ie it should not be dishonest, unethical, deliberately false.

In practice, international logistics companies have the following ways to reduce risks in advertising projects:

- avoid risk;
- liquidation of risk;
- risk mitigation (dissociation);
- risk compensation.

The risk index is used in risk management in advertising projects of international logistics companies:

$$RI = \frac{MZ}{SME}$$

Here, RI is the risk index;

MZ - maximum damage;

SME - indicates personal financial resources.

A new stage in the development of logistics and advertising began after the independence of the Republic of Azerbaijan. It has moved to the next stage of rapid development of the economy, has led to the creation of a legal framework for logistics and advertising in a market economy, and shifted to activities that reflect the requirements of a market economy [5].

In this article, we examined how important the risk factor is in the management of advertising projects for international logistics companies in Azerbaijan. This is especially important for emerging economies. For this reason, it is important to apply the formula to reduce the risks in the management of advertising projects of leading logistics companies operating in the Azerbaijani market.

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MODERNIZATION OF PERSONNEL TRAINING TECHNOLOGY FOR THE AIR TRAFFIC MANAGEMENT AND MAINTENANCE SYSTEM**МОДЕРНИЗАЦИЯ ТЕХНОЛОГИИ ОБУЧЕНИЯ ПЕРСОНАЛА ДЛЯ СИСТЕМЫ УПРАВЛЕНИЯ И ТЕХНИЧЕСКОГО ОБСЛУЖИВАНИЯ ВОЗДУШНОГО ДВИЖЕНИЯ****ЎЎЕ ҚОЗҒАЛЫСЫН БАСҚАРУ ЖӘНЕ ТЕХНИКАЛЫҚ ҚЫЗМЕТ КӨРСЕТУ ЖҮЙЕСІ ҮШІН ПЕРСОНАЛДЫ ОҚЫТУ ТЕХНОЛОГИЯСЫН ЖАҢҒЫРТУ**

Abstract. This new study contributes to the implementation of the tasks reflected in the decree of the President of the Republic of Uzbekistan "On measures for transformation and support of civil aviation enterprises" (Decree of the President of the Republic of Uzbekistan, No. PP-5100 of April 30, 2021) and other regulatory acts related to this activity. The changes based on this decision are certainly related to the issue of training personnel for the aviation sector. The training process for new structures should be improved. In this regard, it is necessary to create and introduce new scientific-based electronic methodological manuals into the education system.

The main approaches to the systematization of aviation GA documents are also presented, data from literature sources are analyzed, and an approach that meets the goals and objectives of the electronic educational complex (EOC) "ZiNPD" is adopted.

In the aspect of systematization of aviation documents, an important role is assigned to the content of one of the main regulatory documents defining the rules for performing flights in the airspace of Uzbekistan-the Aviation Rules of the Republic of Uzbekistan – 91 document. According to Aviation Rules of the Republic of Uzbekistan -91 data, a variety of aviation documents were systematized and linked to the types of flight support. The systematization took into account 486