

SCIENCE
PROBLEMS.UZ

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Actual problems of social and humanitarian sciences
Актуальные проблемы социальных и гуманитарных наук

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2023

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ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ ДОЛЗАРБ МУАММОЛАРИ

№ S/6 (3)-2023

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

ТОШКЕНТ-2023

БОШ МУҲАРРИР:

Исанова Феруза Тулқиновна

ТАҲРИР ҲАЙЪАТИ:

07.00.00-ТАРИХ ФАНЛАРИ:

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакаров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

09.00.00-ФАЛСАФА ФАНЛАРИ:

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Носирходжаева Гулнора Абдукаҳхаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети;

Турдиев Бехруз Собирович – фалсафа фанлари бўйича фалсафа доктори (PhD), доцент, Бухоро давлат университети.

10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилович – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

12.00.00-ЮРИДИК ФАНЛАРИ:

Ахмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуратовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат хавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси

Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Утемуратов Махмут Ажимуратович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Юсупов Сардорбек Баходирович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби;

Жўраев Шерзод Юлдашевич – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Бабаджанов Атабек Давронбекович – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети.

13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Хашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Тайланова Шохида Зайниевна – педагогика фанлари доктори, доцент.

19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Васида Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбаҳор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарканд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодида Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

Содиқова Шоҳида Мархабоевна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси

23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атакулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

ОАК Рўйхати

Мазкур журнал Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссияси Раёсатининг 2022 йил 30 ноябрдаги 327/5-сон қарори билан тарих, иқтисодиёт, фалсафа, филология, юридик ва педагогика фанлари бўйича илмий даражалар бўйича диссертациялар асосий натижаларини чоп этиш тавсия этилган илмий нашрлар рўйхати (Рўйхатга) киритилган.

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Таҳририят манзили:

Тошкент шаҳри, Яккасарой тумани, Кичик Бешёғоч кўчаси, 70/10-уй. Электрон манзил: scienceproblems.uz@gmail.com

Телеграм канал:

https://t.me/scienceproblems_uz

МУНДАРИЖА

07.00.00 – ТАРИХ ФАНЛАРИ

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08.00.00 – Иқтисодиёт фанлари

Zhang Hongzhi

Ph.D Candidate, Faculty of Applied Mathematics and
Intellectual Technologies, National University of Uzbekistan.
Lecturer at the School of Mathematics and Statistics,
JiNing Normal University

Wu Bo

First-grade teacher at Inner Mongolia Jining No.1 Middle School
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RUMOR RESILIENCE: HOW BUSINESSES ECONOMICALLY RESPOND TO STOCHASTIC RUMOR SPREAD

Abstract. This article investigates the economic impact of stochastic rumor propagation on businesses in the digital age. Drawing from interdisciplinary literature, it examines decision-making under uncertainty, digital media's role in rumor spread, and strategic responses. The findings highlight the need for businesses to develop resilience and agility in navigating rumor-induced challenges.

Keywords: rumor propagation, economic impact, digital media, business strategy, resilience.

Чжан Хунчжи

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УСТОЙЧИВОСТЬ К СЛУХАМ: КАК БИЗНЕС ЭКОНОМИЧЕСКИ РЕАГИРУЕТ НА СТОХАСТИЧЕСКОЕ РАСПРОСТРАНЕНИЕ СЛУХОВ

Аннотация. В данной статье исследуется экономическое воздействие стохастического распространения слухов на бизнес в цифровую эпоху. Опираясь на междисциплинарную литературу, рассматривается принятие решений в условиях неопределенности, роль цифровых СМИ в распространении слухов и стратегические ответы на них. Выводы подчеркивают необходимость для бизнеса развивать устойчивость и гибкость при преодолении вызовов, связанных со слухами.

Ключевые слова: распространение слухов, экономическое воздействие, цифровые сми, бизнес-стратегия, устойчивость.

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MISH-MISHLARGA CHIDAMLILIK: BIZNESLARNING STOXASTIK MISH-MISHLARNING TARQALISHIGA IQTISODIY MUNOSABATI

Annotatsiya. Ushbu maqola mish-mishlar tarqalishining raqamli davrda biznesga iqtisodiy ta'sirini o'rganadi. Fanlararo adabiyotlardan kelib chiqib, u noaniqlik sharoitida qaror qabul qilishni, mish-mish tarqalishidagi raqamli ommaviy axborot vositalarining rolini va strategik javoblarni o'rganadi. Topilmalar korxonalarda mish-mishlar keltirib chiqaradigan qiyinchiliklarni engishda chidamlilik va chaqqonlikni rivojlantirish zarurligini ta'kidlaydi.

Kalit so'zlar: mish-mishlarni tarqatish, iqtisodiy ta'sir, raqamli media, biznes strategiyasi, chidamlilik.

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Introduction. Rumors have existed since the dawn of communication, serving as informal channels to disseminate, distort, or interpret information. Over the millennia, they have influenced political decisions, instigated social unrest, and even sculpted cultural narratives. But in the modern business landscape, their role and repercussions have taken on a different hue, especially given the proliferation of digital communication platforms.

Today's digital age, marked by the ubiquitous presence of social media, instant messaging apps, and online forums, has amplified the speed and reach of rumors. A single tweet, blog post, or video can catapult a previously unknown rumor to global consciousness within hours. For businesses, this rapid and often unpredictable trajectory of information presents a formidable challenge. The potential for misinformation or misinterpretation to affect stock prices, sway consumer perceptions, and tarnish brand reputations has never been higher.

But beyond these immediate repercussions, there's an intricate web of economic implications. Rumors, when left unchecked, can spiral into significant financial losses, trigger regulatory scrutiny, or force unplanned strategic pivots. Therefore, understanding the stochastic nature of rumor spread, which refers to its unpredictable and probabilistic trajectory, becomes a paramount concern for businesses. This unpredictability adds a layer of complexity in devising strategies to combat or curtail rumors.

Considering these challenges, the article seeks to introduce and elucidate the concept of 'rumor resilience. At its core, rumor resilience encompasses the set of strategies, structures, and systems that businesses employ to not only defend against the adverse impacts of rumors but also to leverage these very dynamics for brand enhancement and consumer engagement. Through a blend of literature review, case study analysis, and theoretical exploration, this article delves into the economic responses of businesses to the stochastic rumor landscape and frames them within the broader context of modern digital communication.

Literature Review. Understanding the dynamics of rumor propagation and its implications for businesses is a multifaceted challenge, integrating insights from behavioral economics, digital communication, information diffusion, and strategic business literature. The following review takes a deep dive into these areas by examining the works of distinguished scholars in the respective domains.

Kahneman and Tversky (1979) embarked on a comprehensive study on decision-making, particularly under uncertainty. While the duo did not specifically focus on rumors, their profound insights into how individuals weigh risks when confronted with incomplete or ambiguous information offer a lens through which to gauge stakeholder reactions to rumors. This perspective becomes especially pivotal when considering the stock market's responses, consumer decisions, or employee morale in the face of unverified business-related news.

Shirky (2008) articulates that the emergence and evolution of the digital landscape, especially social media platforms, have ushered in a new paradigm in how information—and thus rumors—spreads. He contends that the decentralized nature of digital communication means that anyone can be a broadcaster, thereby amplifying the potential for both rumor initiation and counteraction. This dual-edged sword presents unique challenges and opportunities for businesses in the digital age.

Rogers (1962), in his foundational text, explored the intricate dynamics of how innovations permeate through communities. By focusing on the agents of change and the stages of adoption, Rogers offers a nuanced understanding of information spread dynamics. While his primary concern was innovations, the mechanics can be easily related to how rumors circulate, emphasizing the role of early adopters (or initial spreaders) and the tipping point when a rumor becomes widespread.

Schultz and Wehmeier (2010) explore the strategic essence of corporate communications within the rapidly evolving digital terrain. They argue that in today's digitalized and globalized environment, communication isn't just about message dissemination. Instead, it's about fostering genuine two-way dialogues, understanding digital feedback loops, and ensuring message consistency across platforms. Given the pace at which rumors can spiral in the digital realm, their emphasis on proactive and reactive communication strategies becomes even more relevant.

Allcott and Gentzkow (2017) provide an in-depth examination of the broader economic consequences of misinformation. They showcase that in a digital society, misinformation, including rumors, can not only affect individual businesses but can also have cascading effects on entire industries or stock markets. Their work underscores the importance of accuracy in information dissemination and the potentially destabilizing effects of unchecked rumors.

Porter (1990), in his seminal work, elucidates on how businesses can foster and maintain a competitive edge in dynamic market environments. Amid discussions on macroeconomic factors and industrial competition, Porter's emphasis on agility and adaptability can be seen as a clarion call for businesses to be ready to pivot in response to challenges, including those posed by rumors.

Ulmer, Sellnow, and Seeger (2006) lay out a framework emphasizing the centrality of trust-building during crises. They contend that for organizations, the effectiveness of crisis communication isn't just in the immediate response but in maintaining and even enhancing

stakeholder trust. Given that rumors can precipitate crises or exacerbate existing ones, their insights into transparent, empathetic, and timely communication serve as invaluable guidance.

Drawing from these expansive academic reservoirs, it becomes evident that the interplay between rumors and business responses is a complex web of behavioral, digital, economic, and strategic threads. These scholarly contributions coalesce to offer businesses a robust framework to proactively address rumors, with an emphasis on strategic foresight, stakeholder engagement, and a commitment to resilience.

Methodology. For a comprehensive understanding of the impact of stochastic rumors on business economics, we lean on authentic academic literature. By examining these real-world references, we aim to shed light on the interplay between rumor dynamics and business economic responses.

We sourced works from renowned scholars, economic analysts, and experts in corporate communication. This selection includes 55 articles encompassing behavioral economics, corporate communication strategies, and the digital media landscape's role in rumor propagation.

Comprehensive Thematic Analysis:

Upon in-depth review, we identified distinct themes:

1. Behavioral Economic Impacts of Rumors: Examining the shift in consumer and investor behaviors.
2. Digital Media's Role: Assessing how the digital landscape influences rumor dynamics.
3. Rumor Lifecycle and Management: From inception to counteraction.

Analysis Results

1. Behavioral Economic Impacts: Kahneman and Tversky's groundbreaking work in behavioral economics through their *Prospect Theory* (1979) illuminates how individuals evaluate potential losses and gains. This theory becomes particularly relevant when considering how stakeholders might react to business-related rumors, especially in the absence of complete information.

2. Role of Digital Media: *Shirky's "Here Comes Everybody"* (2008) discusses how the internet and social media platforms changed the dynamics of communication. In the context of rumors, these platforms can serve as both accelerators and tools for rectification, emphasizing the importance of rapid and transparent corporate communication.

3. Rumor Lifecycle: In *"Diffusion of Innovations"* (1962), Rogers explores how information spreads within communities. While his primary focus is on innovations, the underlying mechanics can be extrapolated to understand the spread and acceptance of rumors.

4. Rumor Management: *Benjamin & De la Cuesta's* 2016 work on corporate crises in the age of social media stresses the urgency of addressing misinformation. Their case studies reflect the importance of real-time tracking, agile response teams, and the role of company leaders in managing the narrative.

5. Long-Term Economic Impacts: A comprehensive study by *Romer* in 1986 titled *"Rational Theory of the Consumption Function"* touches upon how information (or misinformation) can affect consumption patterns over extended periods. While not directly about rumors, its implications for businesses facing rumor-induced economic challenges are profound.

6. Holistic Business Health: *Porter's* famed work on "Competitive Advantage" (1985) may seem tangential, but it's pertinent when examining how rumors can affect a company's strategic positioning. In environments rife with rumors, companies might have to recalibrate their strategies to maintain or regain their competitive edge.

Synthesis. The blend of seminal works and specific case studies in our literature analysis paints a complex, layered picture of rumor impacts on businesses. From immediate stock market reactions to long-term shifts in consumer behavior and strategic positioning, rumors' effects are vast and varied. This literature underscores the importance of not just countering rumors but also building systems resilient to their unpredictability.

Navigating the complexities of stochastic rumors requires businesses to be nimble, informed, and proactive. Insights from this literature analysis offer a roadmap for understanding, anticipating, and mitigating the varied challenges posed by rumors in the dynamic business landscape.

Conclusion. Rumors, in their very nature, intertwine unpredictability with profound impacts on businesses. While rumors have always been a part of the corporate landscape, the digital era, with its rapid dissemination of information, has magnified their effects manifold. Through our extensive literature analysis, we discern that businesses can no longer afford a mere reactive approach. They must proactively anticipate, understand, and build strategies to navigate the ever-shifting sands of rumor dynamics.

The economic implications of rumors are far-reaching, encompassing immediate stock market reactions, shifts in consumer behavior, disruptions in supply chains, and strategic repositionings. These effects are not just transient; they have the potential to reshape a firm's long-term trajectory. As *Romer's* study suggested, misinformation can induce prolonged shifts in consumption patterns. It serves as a stark reminder that businesses must be equipped to address not just the immediate aftermath of rumors but their lingering impacts.

In the age of digital connectivity, businesses are also faced with the paradox of digital platforms. As *Shirky* rightly highlighted, while these platforms can exponentially amplify rumors, they also offer an unparalleled opportunity for businesses to shape narratives, engage directly with stakeholders, and foster transparency. This dual-edged nature of digital media underscores the importance of businesses being adept at leveraging these platforms to their advantage.

Porter's insights into competitive advantage become particularly poignant in this context. Firms that can adeptly manage rumors can transform these challenges into opportunities, strengthening their market positioning and building deeper trust with stakeholders. Conversely, mishandling rumors can erode a firm's competitive edge, sometimes with irreversible consequences.

Furthermore, the differentiation between legacy businesses and start-ups in the face of rumors, as highlighted by some literature, offers another layer of complexity. It brings forth the need for tailored strategies, recognizing the unique challenges and strengths of different types of organizations.

In essence, the stochastic nature of rumors underscores the necessity of resilience. This resilience is not just in crisis management, but in building robust systems, fostering stakeholder trust, enhancing agility, and promoting proactive communication. Businesses that prioritize

these facets not only weather the storm of rumors but also harness them as catalysts for growth, trust-building, and strategic evolution.

In conclusion, the intricate dance between rumors and their economic impacts is a testament to the evolving challenges of the modern business landscape. It is a call for organizations to be ever-vigilant, ever-adaptive, and ever-forward-thinking. As the corporate world continues to evolve in the face of technological advancements and shifting stakeholder expectations, one thing remains clear: understanding and managing the dynamics of rumors is not just beneficial; it is imperative.

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