



Ministry of Sports of the Republic of Uzbekistan

Uzbek State University of Physical Culture and Sports

INFORMATION LETTER

International Scientific Conference organized by
Uzbek State University of Physical Culture and Sports
named

"SPORTS MANAGEMENT AND MARKETING IN THE DEVELOPMENT OF MASS SPORTS: MAIN FACTORS, INNOVATIVE DIRECTIONS AND POSSIBILITIES"

will be held on **October 5, 2024.**

The main areas of the online conference work:

- ✓ Current issues of mass sports development in the new Uzbekistan.
- ✓ Goals and objectives of sports management in organizing the modern sports industry.
- ✓ Key goals and principles of organizing and managing sports events
- ✓ Key problems and scientific solutions in ensuring the sustainability of the sports marketing system in the digital economy.

Conference language: uzbek, russian, english

Participation in the conference is allowed in the following forms:

Participation in the conference is free.

- face-to-face: oral presentation, on-line participation, poster presentation, participation in the discussion of reports, discussions, master classes, publication of an article;
- correspondence: publication of a scientific article.

The order of participation in the conference

To publish an article in the collection of the scientific and practical conference, you need to send it by October 4, 2024 (inclusive) in electronic form to: conferen90@mail.ru

1) scientific work

2) Each material must be formatted as a separate file under the name: "Ibragimov_thesis" (for abstracts);

The text of the work is accepted in electronic form, designed in accordance with the requirements. No more than two articles are accepted from one author (co-author).

Requirements for the presentation of scientific material:

- materials are provided in the amount of up to 5 pages, NO PAGE NUMBERING;
- text editor Word 2000/2016, A4 format (rtf format is allowed);
- Margins size: top, bottom - 2 cm, left - 3 cm, right - 1.5 cm; paragraph indent - 1.25 cm, text alignment in width;
- the text of the work should not contain word hyphenation;

- through the interval below the name of the work in the center in capital letters;
- through the interval below the initials and surname of the author (s) in lowercase letters;
- through the interval below the full name of the organization (lowercase letters), city, country;
- through the interval below the e-mail address of one of the authors;
- the text of the article should contain an introduction (relevance), methods and organization of the study, the results of the study and their discussion, conclusions and a list of references (if available);
- graphics and tables (no more than three) can be included in the text, for which it is necessary to indicate their location in the article with links, for example - fig.1, fig.2, table. one;
- Manuscripts of scientific articles are checked by the Anti-Plagiarism system. The share of the original text should be at least 60%.

Materials are accepted strictly in accordance with the requirements. Materials, which do not meet the requirements and have not passed the review, will not be published.

The organizing committee reserves the right to select scientific papers for publication in the conference proceedings, as well as to reject the submitted materials, if they do not correspond to the subject matter and the requirements. Articles are published in the author's edition. The authors of scientific publications are responsible for the content of submitted materials.

Conference Proceedings:

As a result of the conference, it is planned:

Publication of the collection of conference materials. The collection will be assigned library indexes UDC, LBC and book number (ISBN) of the international standard.

Conference proceedings will be published by the publishing house

Place and time of the conference:

Address of the organizing committee of the conference: Tashkent region, Chirchik, Sportivnaya street, 19

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