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## **Problems Related to The Use of Digital Technologies in Telecommunications Enterprises**

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### **ABSTRACT**

*The article contains proposals and recommendations on the problems associated with the use of digital technologies in telecommunications enterprises and ways to eliminate them.*

### **KEYWORDS**

*Telecommunications Companies, Telecommunications Services, Digital Technology, Services Market, Telecommunications Market.*

### **INTRODUCTION**

In the years of independence in Uzbekistan, great work was done to eliminate and improve these shortcomings in the tariffs of telecommunication services. However, it has not yet been possible to overcome the existing obstacles and formulate a valuation policy that reflects the real situation of the enterprises in the market economy. However, the gradual development of market mechanisms in the republic requires the development and introduction of new methodological approaches to setting tariffs and the need to improve the system of settlements for mutual services between operator. In world practice, various methods are used for pricing services in terms of the level of liberalization of the telecommunications market and the development of the market mechanism. Among them:

- administrative methods or "decree" tariffs;
- pricing according to the amount of average costs;
- method of "marginal" estimates;
- methods of "contractual" or free "market" valuations;
- such as marginal cost or price pricing.

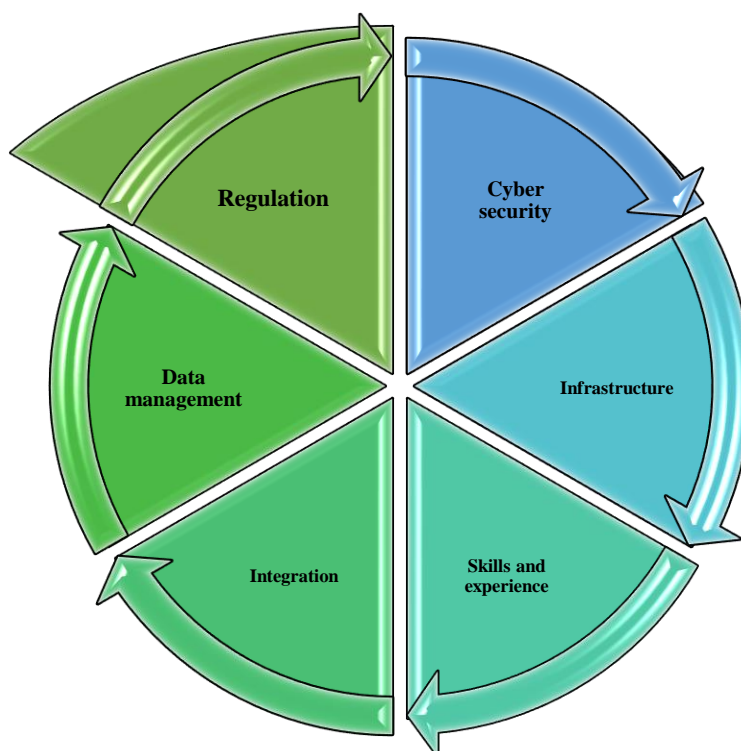
In a generalized form, they are grouped into three groups:

1. Direct regulation of tariffs by state organizations;
2. Regulation by setting a marginal rate of return on invested capital (Rate of return);
3. Marginal price method or "price cap method" will not be useful in reducing the cost in practice. This method artificially incentivizes the cost of providing services to subscribers of universal services by shifting them from unregulated to regulated costs.

Determining the goals, objectives and principles of the state policy of regulating tariffs for telecommunication services requires the selection of a scientifically based method. In the conditions of natural monopolies, the goal of state regulation of tariffs for telecommunication services is to form a tariff system that ensures full satisfaction of the demand for communication services based on the coordination of economic interests at the level of final consumers, telecommunications enterprises and society.

In the conditions of Uzbekistan, the most important of them are the following:

- The first is the principle of ensuring that the activities of enterprises are not damaged or profitable according to the regulated tariffs for the provided services;
- The second is the principle of the convenience of communication services for consumers, that is, taking into account the demand and solvency of citizens and legal entities;
- The third is the principle of liberalizing the market of communication services and ensuring investment attractiveness;
- The fourth is the step-by-step reduction of subsidies.



**Figure 1. Problems related to the use of digital technologies in telecommunications enterprises <sup>1</sup>**

Figure 1 above shows the problems related to the use of digital technologies in improving the efficiency of telecommunications enterprises.

First, cyber security: the use of digital technologies increases the vulnerability of telecommunications companies to cyber-attacks, system breaches and data leaks.

<sup>1</sup> Author development

Second, infrastructure: the introduction of new digital technologies may require significant investments in infrastructure and equipment upgrades.

Third, skills and experience: employees of the enterprise may face problems adapting to new digital systems and technologies that require additional learning.

Fourth, integration: the use of different digital platforms and applications can create difficulties in integrating existing enterprise systems.

Fifth, regulation: telecommunications companies must comply with strict regulatory requirements for data protection, user privacy, and other legal aspects of digital technology use.

An important inexpensive method of state regulation is the granting of licenses to economic entities for the implementation of certain types of activities. In the current legislation of Uzbekistan, the license is interpreted in the form of "permission (right) to carry out activities licensed by licensing organizations to legal and natural persons in full compliance with the requirements and conditions of the license". Reasonable and objective formalization of licensing creates stable conditions for operators to enter the market of telecommunication services and operate in it under conditions of fair competition. Also, the importance of licensing is manifested in the fact that it provides each licensee with the creation of a public network area and its use on an equal basis from the point of view of the interests of society.

The necessity of licensing in the field of telecommunications depends on a number of factors:

- natural limitation of network resources, access to the radio frequency range used for data delivery, aggregation of numbers and addressable bandwidth in global networks;
- duality of the communication system: fulfillment of national economic requirements and national security requirements;
- the need to comply with the requirements set for communication operators with experience and qualifications of the organization's work;
- the need to ensure full certification of telecommunication equipment;
- the urgent need to meet the needs of the national economy for communication services in a timely manner in order to develop the welfare of the country and its social and economic system;
- the need to regulate the services market and ensure the enforcement of antimonopoly legislation;
- to ensure the coordination of the activities of business entities operating in the field of telecommunications, as well as their accounting and control.

Based on the factors and conditions provided in this way, as well as the general goals of state regulation of the telecommunications sector, the private goal of state licensing of telecommunications services in Uzbekistan is to meet the demand of the national economy for high-quality services. It is considered to be satisfied in return for attracting advanced enterprises and other entities with the necessary development potential to the telecommunications market of the country. One of the important aspects of the theory of licensing is the problem of efficiency of this process.

Telecommunications companies may face a number of problems when using digital technologies in their operations. In particular, digital technologies can be exposed to hacking threats, hacking attacks and cybercrimes. Telecommunications companies must provide reliable mechanisms to protect data and equipment.

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