

AKT XIZMATLARI EKSPORTINI TARTIBGA SOLISHNING TASHKILIY-IQTISODIY MEXANIZMI

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Annotatsiya: Mazkur maqolada raqamli iqtisodiyot sharoitida AKT xizmatlari eksportini rivojlantirish masalalari tahlil qilinadi. Xizmatlar eksportining nazariy asoslari, uning iqtisodiy o'sishga ta'siri hamda rivojlanishning tashkiliy-iqtisodiy mexanizmi yoritiladi. Shuningdek, O'zbekistonda AKT xizmatlari eksportining hozirgi holati baholanib, mavjud muammolar va to'sqinlik qiluvchi omillar ko'rib chiqiladi. Tahlillar AKT xizmatlari eksportini rivojlantirishda hali ham qator muammolar mavjudligini ko'rsatadi. Jumladan, infratuzilmaning mintaqalar bo'yicha notekis rivojlanganligi hamda xalqaro sertifikatlash tizimlarining cheklanganligi asosiy muammolar sifatida qayd etiladi. Yakunda AKT xizmatlari eksportini rivojlantirish uchun tashkiliy va iqtisodiy mexanizmlarni takomillashtirish hamda raqamli infratuzilmani rivojlantirish bo'yicha takliflar beriladi.

Kalit so'zlar: *AKT xizmatlar eksporti, GATS, moliyaviy mexanizmlar, innovatsion, tashkiliy-iqtisodiy omillar, huquqiy baza, innovatsion yo'nalishlar.*

ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКИЙ МЕХАНИЗМ РЕГУЛИРОВАНИЯ ЭКСПОРТА ИКТ-УСЛУГ

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Аннотация: В данной статье анализируются вопросы развития экспорта услуг ИКТ в условиях цифровой экономики. Освещаются теоретические основы экспорта услуг, его влияние на экономический рост и организационно-экономический механизм развития. Также будет проведена оценка текущего состояния экспорта услуг ИКТ в Узбекистане, рассмотрены существующие проблемы и сдерживающие факторы. Анализ показывает, что в развитии экспорта услуг ИКТ все еще существует ряд проблем. В частности, в качестве основных проблем отмечается неравномерное развитие инфраструктуры по регионам и ограниченность международных систем сертификации. В заключение будут представлены предложения по совершенствованию организационных и экономических механизмов и развитию цифровой инфраструктуры для развития экспорта ИКТ-услуг.

Ключевые слова: *Экспорт услуг ИКТ, ГАТС, финансовые механизмы, инновационные, организационно-экономические факторы, правовая база, инновационные направления.*

ORGANIZATIONAL AND ECONOMIC MECHANISM FOR REGULATING THE EXPORT OF ICT SERVICES

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Abstract: This article analyzes the development of ICT service exports in the context of the digital economy. The theoretical foundations of service export, its impact on economic growth, and the organizational and economic mechanism of development are highlighted. It also assesses the current state of ICT service exports in Uzbekistan, examining existing challenges and barriers. Analysis shows that there are still a number of problems in the development of ICT services exports. In particular, the main problems are noted as the uneven development of infrastructure by region and the limitation of international certification systems. As a result, proposals will be made to improve organizational and economic mechanisms and develop digital infrastructure to develop the export of ICT services.

Keywords: *Export of ICT services, GATS, financial mechanisms, innovation, organizational and economic factors, legal framework, innovative directions.*

KIRISH

In the current context of globalization and digital transformation, the ICT service sector has become the fastest-growing and high-value-added segment of the global economy. In recent decades, ICT services have accounted for more than half of the world's GDP. In particular, the export of information and communication services, financial services, tourism, transport and logistics, education, and medical services has become an important driver of economic growth in countries.

The World Trade Organization plays an important role in regulating the exchange of services within the global trade system. The General Agreement on Trade in ICT Services (GATS), adopted within the framework of the organization, serves to liberalize the export and import of ICT services between countries, expand market access, and create a competitive environment. The experience of developed countries shows that innovative infrastructure, institutional support, and effective organizational and economic mechanisms play a decisive role in increasing the export of ICT services.

The relevance of this research topic is determined by the need to develop and implement effective organizational and economic mechanisms for increasing export potential in the ICT service sector. In particular, public-private partnerships, institutional coordination, innovative approaches, and alignment with international standards are emerging as important factors in the development of ICT service exports[1].

LITERATURE ANALYSIS

According to research by foreign scholar Erik van der Marel[2], the relative advantage in the export of ICT services is largely determined by technology, human capital, and the institutional environment. These factors will increase the competitiveness of the ICT sector, strengthen export potential, and ensure effective integration into international markets.

M. Porter's [3]theory of competitive advantage emphasizes the importance of innovation, infrastructure, and the institutional environment in service exports. Porter's "Rhombus of National Competitive Advantage" model demonstrates the interdependence of domestic market demand, factor provision, supporting industries, and strategic management in the development of service exports.

Khakimov A.R.[4] (2022) examined in detail the problems of digital infrastructure and human resources in the export of services. In his opinion, an increase in the number of internationally trained specialists, along with high-quality internet and modern technologies, is an important factor in expanding the export of services.

According to E. Khojiev's [5] research, state financial support has a positive impact on the growth of export volumes in some regions, but this correlation is not uniform everywhere. Therefore, export development requires not only financial support but also comprehensive measures such as production, logistics, exploration of new markets, and product diversification.

METHODOLOGY

In the course of the study, issues of improving the organizational and economic mechanism for regulating the export of ICT services were studied. The main goal is to identify opportunities for the development of this sector and develop ways to effectively implement ICT services in the digital economy. In the process of analysis, methods of logical approach, systematic analysis, analysis and synthesis, induction and deduction were used. Additionally, within the framework of the organizational and economic mechanism for the export of ICT services, the digital infrastructure, economic conditions, and opportunities for its improvement were studied in depth.

As a result, the main directions for optimizing export processes, increasing the efficiency of ICT services, and expanding access to international markets were identified. Digitalization and automation of processes, as well as

the introduction of innovative management approaches, have been identified as important promising areas in the development of ICT service exports.

DISCUSSION AND RESULTS

Although the export potential of the service sector in Uzbekistan is quite high, it is observed that it is not being fully utilized. There is a significant increase in the export of ICT services, which is characterized by the possibility of creating high added value.

The issue of increasing the export potential of ICT services is one of the important directions of modern economic development. The conducted analysis shows that trade in services in the global economy has a steady growth trend, which not only creates high added value but also serves as an effective tool for economic diversification.

The GATS Agreement, adopted within the framework of the World Trade Organization, serves as an important regulatory framework for the international regulation of trade in services. This agreement defines four main forms of service exports, laying the groundwork for the liberalization of service exchange between countries[6].

Organizational and economic mechanisms influencing the development of ICT service exports were systematically analyzed. The results showed that it is important to improve institutional mechanisms, in particular, to simplify export processes based on the "one-stop shop" principle, to strengthen the activities of export support agencies, and to expand infrastructure projects based on public-private partnerships.

Within the framework of financial mechanisms, it is necessary to increase the efficiency of export credits, the insurance system, and tax incentives. The development of marketing mechanisms, the formation of a national service brand, and active participation in international exhibitions expand export potential.

Based on the conducted analysis, the following results were achieved:

Firstly, the export of ICT services is an important factor in ensuring the stability of the national economy;

secondly, digitalization and the development of innovative infrastructure play a decisive role in increasing the volume of ICT service exports;

thirdly, it is necessary to improve organizational and economic mechanisms for developing the export of ICT services based on a comprehensive and mutually integrated approach;

fourth, the volume of ICT service exports can significantly increase if institutional and financial support measures are strengthened by the state.

The impact of modern information and communication technologies on organizational and economic development is extremely high, which is primarily manifested in increasing labor productivity, ensuring competitiveness, creating new jobs, and reducing production and service costs. As a result, the country's

export potential will increase, and the opportunity to enter foreign markets and open new trade routes will expand[7].

ICT shows that the export of services ensures not only organizational and economic but also social stability[8]. Analysis shows that:

1. The growth of ICT service exports expands the opportunities for creating high added value in the national economy.

2. The development of transport and logistics infrastructure serves as one of the key factors in increasing the volume of service exports.

3. As a result of the introduction of ICT and digital technologies, the geography of service exports is expanding, and new areas of cooperation with European and Asian countries are being formed.

4. Increasing human resource potential and aligning the quality of ICT services with international standards is an important factor in ensuring sustainable export growth.

However, the analysis showed that there are still a number of problems in the development of ICT services exports. Specifically:

- low level of digitalization in export processes;
- limitations of international certification systems;
- weak marketing activities in foreign markets;
- imbalance of service export infrastructure across regions.

By eliminating these shortcomings, it will be possible to increase the volume of ICT service exports by at least 1.5–2 times in the future, as well as accelerate economic growth by 1.2–1.5 percentage points. At the same time, the high value-added nature of the ICT sector further increases its significance in the national economy.

Modern scientific sources extensively analyze the structural changes in the export of services and its transformation within the digital economy. As a result of the development of information and communication technologies, the export of IT, consulting, financial, and educational services is growing sharply. Cross-border service opportunities are expanding through digital platforms, and small and medium-sized businesses are also gaining access to international markets[9].

ICT services have contributed to the growth of the global economy and the further development of trade. As exporters of ICT services, developing countries have the opportunity to diversify and enter global value chains; these include telecommunications, computer services, and some new components of digital commerce. For the CIS member states—Azerbaijan, Turkey, Uzbekistan, Kazakhstan, Kyrgyzstan, and Hungary—increasing the export of ICT services is of economic and strategic importance, as it contributes to cooperation and sustainable development in the region.

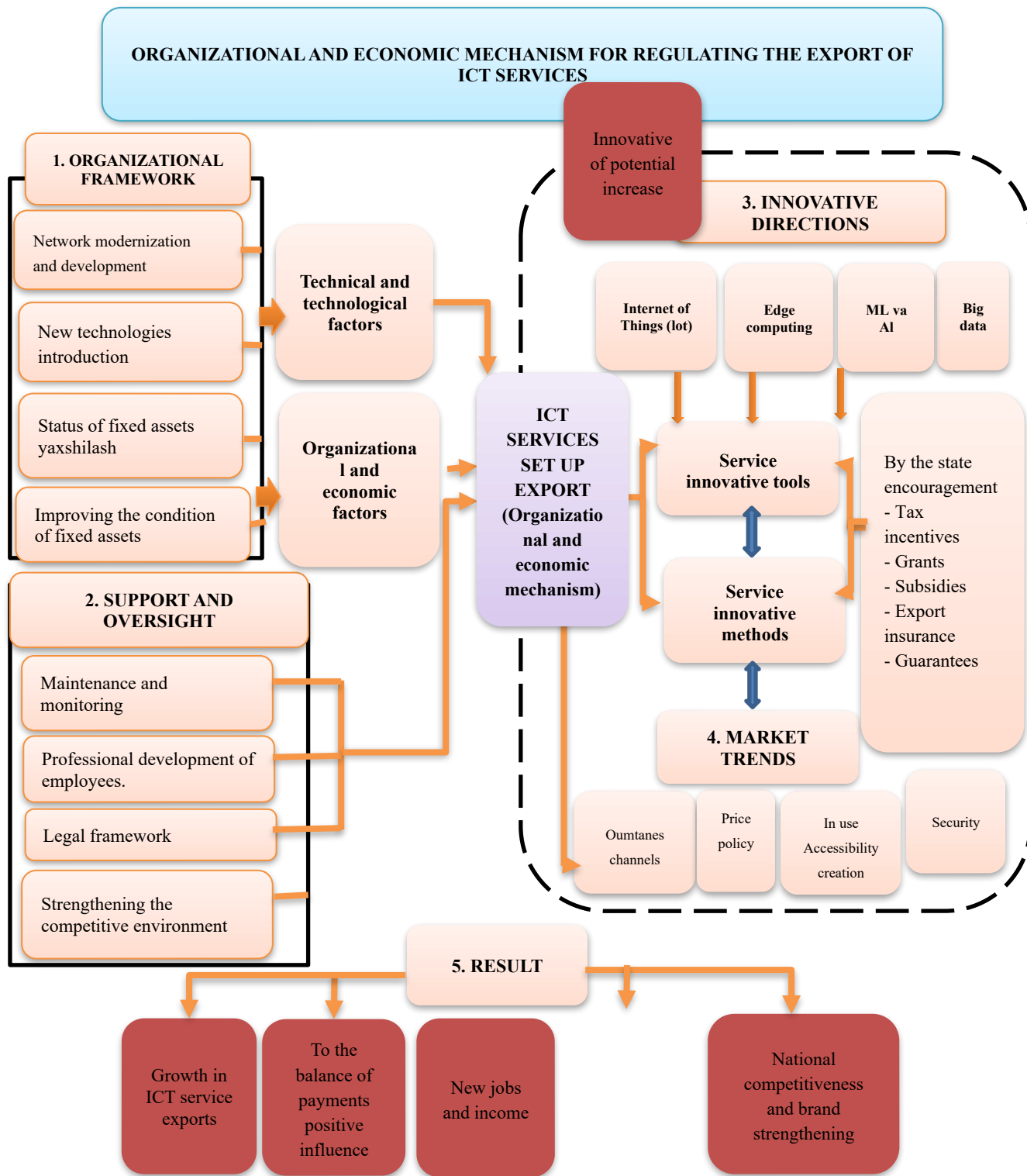


Figure 1. Organizational and economic mechanism for regulating the export of ICT services¹

There is a negative and relatively significant correlation with the export of ICT services. This means that basic mobile usage alone is insufficient to ensure export growth without additional investment in broadband quality, high-speed connections, and next-generation ICT infrastructure.

¹ Author's development

For the politicians of the CIS countries, this is of great strategic importance in the following aspects:

1. Increase investment in R&D - Increase public and private spending on R&D, especially in ICT-based sectors, to enhance export-oriented competence.

2. Strengthening education systems - Adapting curricula to the needs of the digital economy, enhancing ICT-related skills, and expanding professional training to build a competitive workforce.

3. Attracting and maintaining foreign direct investment, creating a favorable investment climate, ensuring the security of intellectual property rights, and providing selective investment incentives for foreign ICT investments.

Digital Infrastructure Upgrade - Shift the focus of policy from increasing mobile penetration to accelerating broadband speeds, reliability, and coverage. Promotion of regional digital integration - supporting interstate cooperation in coordinating ICT policies, standards, and cross-border e-commerce regimes in CIS countries. Thus, CIS countries can leverage their common strengths, accelerate the development of ICT service exports, and become more competitive in the rapidly evolving global digital economy[10].

The organizational and economic mechanism for regulating the export of information and communication technology (ICT) services is a system of state and market instruments aimed at the effective promotion, support, and development of IT and digital services in foreign markets. This mechanism consists of several interconnected elements, which together ensure the sustainable growth of service exports.

CONCLUSIONS AND SUGGESTIONS.

The results of the conducted research show that in the context of globalization and digital transformation, information and communication technology (ICT) services are one of the fastest-growing and high-value-added sectors of the global economy. The export of ICT services plays an important role not only in ensuring economic growth but also in strengthening the diversification of the national economy, creating new jobs, and increasing competitiveness.

As a result of the analysis, the following main conclusions were drawn:

1. The export of ICT services is an important driver of stability and growth of the national economy;

2. The development of digital infrastructure and innovative technologies is crucial in increasing export volumes;

3. Comprehensive improvement of organizational and economic mechanisms will increase export efficiency;

4. Institutional support and public-private partnership mechanisms expand export potential;

5. human resource potential and compliance with international standards determine the competitiveness of ICT services in the global market.

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