

MANAGEMENT OF ENTERPRISES IN THE TELECOMMUNICATION INDUSTRY OF UKRAINE

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Анотація

У статті розглянуто основні проблеми розвитку телекомунікацій в Україні за останні роки. Визначено причини впровадження і використання в телекомунікаційних мережах операторів телекомунікацій нових підходів до управління цими мережами. Сформовано пропозиції щодо вдосконалення механізму роботи використання в телекомунікаційних мережах операторів телекомунікацій нових підходів до управління цими мережами. Розкрито основні проблеми та шляхи їх вирішення.

Ключові слова: телекомунікації, управління, телекомунікаційні послуги, зв'язок, принципи.

Abstract

The article examines the main problems of the development of telecommunications in Ukraine in recent years. The reasons for the introduction and use in telecommunication networks of telecommunications operators of new approaches to the management of these networks are determined. Proposals have been made to improve the working mechanism of the use of new approaches to the management of these networks in telecommunication networks by telecommunications operators. The main problems and ways to solve them are revealed.

Key words: telecommunications, management, telecommunication services, communication, principles.

It can be argued that the telecommunications industry is one of the most important sectors of the economic complex of Ukraine, which has a great influence on the social situation of society, showing the level of its economic development. Currently, quite serious changes are taking place in this area: new trends in the development of the communications industry, the introduction of digital transformation of innovative technologies, the use of artificial intelligence, the emergence of a larger number of companies, rapid competition, the creation of new business models aimed at providing customers with the necessary services. Most of the technologies listed above have been successfully adapted to modern Ukrainian military realities and continue to be developed and implemented in the everyday life of Ukrainians. However, for their more successful implementation, it is necessary to understand and evaluate the current state of the telecommunications industry and develop innovative technologies to increase the value of services and contribute to the progressive development of the industry in the future.

Noting the importance of the telecommunications sector for economic development, it is worth emphasizing that it is precisely at the stage of the future post-war recovery that this sector is in dire need of development. Focusing on the active consumption and use of services in the current telecommunications industry, it is very important to assess the ability of telecommunications companies to provide high-quality services [1].

In Ukraine, telecommunications are the most modern and fairly growing sector of the economy. A set of new approaches to the management of telecommunications networks will significantly expand the understanding of all the responsibilities of communication operators. At the same time, it is necessary to borrow the experience of other countries so that the management system of communication operators meets the standards and recommendations of international organizations and the requirements of domestic regulatory documents. Most experts agree that the new approach should include management of information protection with continuity of business processes and direct management of information security in telecommunication networks [3].

According to the concept of strategic management, operators' efforts should be focused on key long-term success factors such as: formulation of the most important long-term guidelines for telecommunications enterprises in accordance with the evolution of technologies and the telecommunications market of services; changes in the most important macroeconomic, political, technological and socio-cultural factors for

enterprises in the field of telecommunications, in the context of which the day-to-day operational activities of the business and its relations with the entire market are carried out [2].

According to the Law of Ukraine "On Telecommunications", it is possible to identify the principles of activity in the field of telecommunications, the main of which are [4]:

- access of consumers to publicly available telecommunication services, which they need to meet their own needs, participate in political, economic and public life;
- ensuring the sustainability of telecommunication networks and managing these networks taking into account their technological features on the basis of uniform standards, norms and rules;
- encouraging competition in the interests of consumers of telecommunication services;
- increasing the volume of telecommunication services, their list and creation of new jobs;
- implementation of global achievements in the field of telecommunications, attraction and use of domestic and foreign material and financial resources, the latest technologies, management experience;
- interaction and interconnection of telecommunication networks to ensure the possibility of communication between consumers of all networks;
- creation of favorable conditions for activity in the field of telecommunications, taking into account the peculiarities of technologies and the telecommunications market;
- efficiency, transparency of regulation in the field of telecommunications.

The world telecommunications market is characterized by the process of integration and globalization, as the world market as a whole is becoming more and more integrated. The main problem of the development of telecommunications in Ukraine is that about 70% of the total number are analog automatic telephone exchanges. In Ukraine, 96% of the mobile communications market is made up of Lifecell, Vodafone and Kyivstar. About 19 billion dollars are needed to modernize internal communication. In Ukraine, capital investment in the development of telecommunications is only 0.3% of GDP. For comparison, in Germany – 4.8%, in France – 3.1% [5].

It should also be noted that the development of mobile number portability is another reason for the increase in the number of mobile subscribers among the country's population. This new service allows subscribers to change operators without changing their phone number [6].

Starting in March 2022, the largest mobile operators of Ukraine – Kyivstar, Vodafone Ukraine and Lifecell – joined the Ministry of Digital, State Special Communications and the NCRECP in launching a national roaming service. This allows subscribers to switch between networks if they experience connectivity issues. It also makes adjustments to how mobile networks divide the population into segments [8].

So, as we can see, the state of the telecommunications industry in Ukraine is not particularly impressive, but since the development of telecommunications plays a huge role in the overall economic development of the country, both the state and public organizations should take all possible measures to promote this development, especially to increase the competitiveness of Ukraine in this area.

The implementation and use by communications operators of new management methods in the telecommunications network requires a certain understanding of the characteristics of management systems and the integration of these systems with existing network equipment, the real implementation of inventory systems, basic knowledge of management and standardization, information technologies, technical maintenance, information protection and timely receipt information [5, 9].

It is worth noting that, on the one hand, Ukraine has all the prerequisites for further development in the field of telecommunications, and on the other hand, the domestic telecommunications market has certain problems that significantly inhibit this development and do not allow Ukraine to reach the appropriate level and be competitive in this industry. Therefore, it is necessary to take appropriate measures to gradually solve these problems [7].

So, the identified problems with the development of the mobile communications market of Ukraine include:

- inability to develop the market, as well as low consumer confidence in mobile service providers;
- deterioration of the stability of telecommunication networks, which violates the rights of Ukrainian operators and real estate owners. This is due to the fact that some territories are temporarily occupied by enemy forces;
- the public telecommunication network of Ukraine has inefficient management due to the absence of the National Center for the Operation and Technical Management of Telecommunication Networks;

– the presence of a large number of rural, mountainous or economically depressed areas that have limited access to telecommunications services. This includes public telecommunications and broadband Internet access;

– giving authority to utility companies to organize access of telecommunications companies to housing stock objects. This allows them to create home distribution networks and provides them with additional tasks that are not related to their original work. In addition, communal services must maintain the infrastructure elements of the housing stock;

– concerns about the ability of telecommunications providers and providers to use infrastructure without prejudice, excluding electricity, transport and building elements. Without mobile or electrical communication during the war, the lives of many people faced with this problem were greatly affected.

Thus, examining how the telecommunications industry evolves under martial law is a relevant future study.

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