

ACTIVATION OF FOREIGN TRADE ON TELECOMMUNICATION MARKET

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The article considers the role of telecommunications in ensuring the economic growth of states at the present stage of postindustrial development. The international experience in the formation of regulatory policy in the telecommunication industry has been researched.

The purpose of the article is to substantiate directions of activation of development of foreign trade operations in the telecommunication market of Ukraine. Also, recommendations for creating a model for regulating this market for Ukraine have been developed. The analysis of the level of penetration and structure of subscriber base in Ukraine, revenues from telecommunication, postal and courier services.

It is noted that telecommunications is a system-forming branch for an innovative economy, the foundation of the formation of a new innovative economy of Ukraine is determined from the progressive development. Grounded problems for the accelerated development of the telecommunication market of Ukraine. The key role to overcome the problems lies in the strengthening of foreign trade operations.

The analysis of foreign trade operations in the telecommunication market with the definition of the structure of export-import services in the field of telecommunications, computer and information services was conducted.

The proposals of optimization of measures of state influence on the market of telecommunication services of Ukraine are substantiated. They provide for the gradual periodic reduction of the cost of the marginal fare. This will stimulate operators on the domestic telecommunication market to introduce innovations, as well as to simplify the access of consumers.

The main goals of the state telecommunication policy aimed at supporting competitiveness in the telecommunication market are revealed. It is necessary to expand the modernization of communication networks in order to maintain the control of the quality indicators of telecommunication services as a result of increasing traffic volumes. It is necessary to attract new subscribers and save existing subscribers.