



IMPROVING THE USE OF DIGITAL TECHNOLOGIES IN CORPORATE ENTERPRISE MANAGEMENT

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Abstract

This article discusses issues related to the implementation of digital transformation in corporate governance, the use of digital and IoT technologies, the introduction of situational control room systems, information security, and information integration.

Keywords: Digital technologies, digital transformation, artificial intelligence, IoT technologies, situational marketing.

Introduction

In recent years, digital transformation processes have been rapidly developing across the global economy and business environment. Digital technologies have become essential tools for enterprise management, financial operations, marketing, customer relations, and production optimization. This trend is especially important for corporate enterprises, which typically possess complex, multi-layered management structures requiring extensive information flow and rapid decision-making.

The relevance of this topic lies in the fact that the introduction of digital technologies into corporate governance enhances the speed and accuracy of decision-making, reduces human-factor errors, increases resource efficiency, automates internal processes, and ensures corporate transparency. Unlike small enterprises with simpler management structures and limited production capacities, corporate organizations encompass branches, subsidiaries, and multiple functional departments that must operate in a unified digital environment.

The “Digital Uzbekistan – 2030” strategy outlines key objectives for transitioning priority industries and regions to digital transformation. In corporate enterprises, where management is multi-level and interdependent, the introduction of digital governance systems becomes particularly vital. Digital technologies improve business efficiency, transparency, competitiveness, reduce costs, optimize business processes, accelerate communication, automate tasks, and provide managers with accurate analytical data for decision-making. Digitalization affects all areas—from





operational processes and personnel management to strategic planning and partner relationships.

Literature Review

In Uzbekistan, numerous scholars have researched the effective use of information technologies across sectors of the national economy. V.K. Qobulov addressed issues such as the adoption of information systems in corporate governance, efficiency evaluation, modeling principles, and the development conditions of the digital economy (1). Uzbek researchers such as E. Muminova and colleagues studied blockchain technology application in industrial development, the importance of electronic contracts, and digital cooperation among enterprises (3). Foreign scholars Mekhala Egodawele, Darshana Sedera, and Vinh Bui explored the foundations of creating unified corporate digital portals (4). Naga Mallika Gunturu investigated cloud-based corporate transformation, cloud architecture, data integration, scalability, and service unification (5). Chinese researchers Songling Yang and others discussed mechanisms and pathways for digital transformation in corporate governance (6). The issues of digital transformation in corporations have been substantiated by Zhigang Li and co-authors (7). Xiao Zeng and Chenxi Wang examined the impact of digital transformation on corporate systems and the methods related to its influence on corporate governance (8).

Methods

The theoretical and methodological foundations of this study are based on the scientific views of domestic and foreign scholars conducting research in the field of enterprise digitalization. The study employed methods such as abstract analytical observation, normative and positive analysis, comparative analysis, and factor analysis. In preparing the article, statistical data from the Statistics Agency under the President of the Republic of Uzbekistan, materials of relevant ministries, regulatory documents, and research developments from scientific institutions were utilized.

Results and Discussion

The main objective of enterprise digital transformation is to enhance competitiveness and improve the economic efficiency of production activities. Analysis shows that the adoption of digital technologies in corporate enterprises yields the following outcomes:

- Increased speed and efficiency of corporate management
- Faster strategic decision-making processes





- Enhanced financial monitoring and control
- Growth in employee productivity
- Improved corporate culture and internal communication

The study found that productivity in corporate enterprises using digital technologies increased by 20–35%, while cost optimization improved by 15–25% on average.

Implementing digital technologies in corporate environments is complex and requires alignment among multiple internal entities and departments. Therefore, it is crucial to develop a conceptual framework for digital transformation in corporate enterprises.

A strategic approach is required for the application of digital technologies in corporate governance. The conceptual model should include the following components:

- development of a corporate digital strategy
- creation of technological infrastructure
- integration of corporate information systems
- development of digital competencies for employees

The conceptual scheme of digital technology implementation in corporate enterprises (shown in Figure 1) demonstrates the integration of all organizational systems into a unified portal. All information must be processed centrally, ensuring a high level of information security.

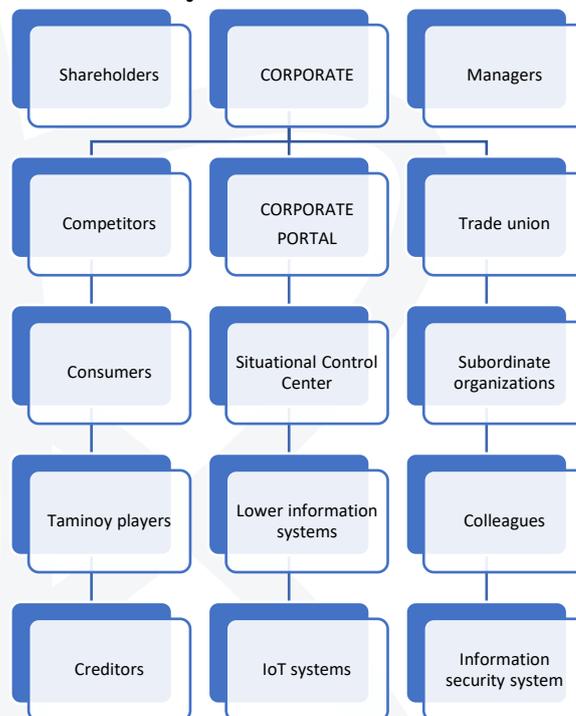


Figure 1. The conceptual scheme of digital technology implementation in corporate enterprises.



A situational management center must be established to respond rapidly to emergencies within the corporation. This includes IoT-based sensors and devices that collect data in real time and support immediate decision-making. At the same time, digital transformation requires strong technical infrastructure and adequate digital literacy among employees.

To address these challenges, a comprehensive strategy and concept for corporate digital transformation must be developed.

Conclusion

Based on the conducted analysis, the following conclusions can be drawn:

- Corporate enterprises differ from ordinary enterprises due to their complex management structure.
- Implementing digital technologies widely in corporate enterprises requires the development of a strategic and conceptual framework.
- The adoption of digital technologies enhances management efficiency, strengthens internal communication, improves decision-making, and increases productivity.
- For successful transformation, enterprises must ensure strong infrastructure, information security, and employee digital competency.

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