

**MODERN CHALLENGES OF JUDICIAL PROTECTION OF ENTREPRENEURS'  
ECONOMIC RIGHTS IN THE CONTEXT OF THE DIGITAL ECONOMY***Aslonova Nafisa Olimovna**Doctoral Candidate at the Institute of  
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The digital economy has significantly changed the ways of doing business, transformed the relationship between business entities and the state, and created new challenges for legal regulation. Judicial protection of entrepreneurs' economic rights amid digital transformation faces a number of problems that require the adaptation of legislation and law enforcement practices.

Digitalization has fundamentally reshaped the business environment, opening up new opportunities and challenges for entrepreneurs. Its main impacts are evident in the following aspects:

- Expanded market access. Digital technologies enable entrepreneurs to enter global markets, selling goods and services through online platforms and marketplaces. This simplifies the process of finding customers and partners and reduces marketing costs.
- Automation of business processes. The adoption of artificial intelligence, machine learning, and cloud services speeds up routine tasks, reduces the likelihood of errors, and increases business management efficiency.
- Changing models of consumer interaction. The emergence of digital platforms and social networks allows entrepreneurs to interact directly with clients, analyze their preferences, and respond quickly to their demands.
- Increased competition. In the digital economy, new players can quickly capture market share thanks to innovative business models. This encourages traditional companies to adapt and develop digital directions.
- Digital risk threats.
  - Cybercrime: There is a growing number of attacks on businesses, including data extortion, hacking, and fraud.
  - Privacy: Violations of personal data handling rules can result in legal liability and reputational damage.
  - Technological dependency: Relying on third-party digital platforms introduces additional risks related to their availability and reliability.

Judicial protection of economic rights in the digital age faces a range of challenges due to the specifics of modern technologies.

First of all, there is insufficient regulation of new economic sectors. Many aspects of digital technologies-such as the use of block chain, cryptocurrencies, and artificial intelligence - remain outside clear legislative regulation. This creates uncertainty in judicial practice and complicates the protection of entrepreneurs' rights.

Another serious problem is the cross-border nature of digital legal relations. The digital economy transcends national boundaries, which significantly complicates the application of national legislation and the determination of court jurisdiction. Issues such as the choice of

applicable law and the enforcement of judicial decisions beyond the state's jurisdiction are becoming increasingly relevant.

Additionally, the situation is complicated by the need to work with digital evidence. Electronic correspondence, block chain records, and digital signatures require specialized knowledge and technologies for their presentation and evaluation in court. Judicial systems often lack the resources and specialists to effectively handle such materials.

Finally, ensuring cybersecurity in judicial processes becomes a critical task. Dispute participants face the risk of confidential information leaks, which is especially crucial in cases involving trade secrets and intellectual property. These challenges highlight the need to modernize the judicial system and develop legal regulations.

To improve the justice system in the economic sphere in the context of modern technological integration, the following measures are necessary:

Development of an international digital platform for resolving cross-border disputes.

One promising solution could be the creation of a universal online platform for resolving international disputes. Such a platform would be integrated with national judicial systems and allow entrepreneurs to file claims digitally. For example, block chain-based smart contracts could be used to automatically record decisions, and enforcement in foreign jurisdictions could be simplified through a unified data standard. Estonia, known for its advanced digital infrastructure, may serve as a model for such developments.

Use of artificial intelligence for analyzing digital evidence.

Artificial intelligence can be implemented to verify the authenticity of electronic documents, analyze block chain records, and detect fraudulent activities. For example, AI algorithms can automate the search for critical evidence in large volumes of data, reducing case processing time and easing the burden on judges.

Implementation of pilot digital courts. Pilot projects in digital justice can help test new judicial protection mechanisms. In such courts, the entire process—from document submission to hearings and decision-making—occurs online. For example, similar projects are already successfully functioning in countries like Singapore and Estonia, where digital courts efficiently resolve commercial disputes.

Creation of educational programs for judges and lawyers.

Specialized courses in digital technologies such as block chain, cryptocurrencies, and artificial intelligence will help improve the qualifications of judges and legal professionals. These programs can be organized with the support of universities, IT companies, and government bodies. For example, in the United States, there are already initiatives to train judges in technological innovation issues.

The digital economy brings both new opportunities and significant challenges for the judicial protection of entrepreneurs' economic rights. Comprehensive measures are required, including legislative adaptation, modernization of the judicial system, and the development of digital infrastructure. Only through the cooperation of the state, business, and the legal community can effective protection mechanisms be created in the context of digital transformation.

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