

brand, building online presence, developing cross-cultural communication skills, and networking strategically, one can establish himself/herself as a credible and valuable partner in the global marketplace.

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DEVELOPMENT OF LOGISTICS USING INNOVATIVE TECHNOLOGIES

Modern approaches to conducting business and growing competition are the impetus for a comprehensive approach to optimizing the management of logistics processes using information technologies. For optimal management, the enterprise must systematically introduce innovative technologies to improve the quality and speed of customer service.

Information technologies provide the possibility of effective analysis of technical, economic and management logistics processes. The main task of logistics is to obtain maximum profit through the optimization of logistics costs.

The introduction of the latest technologies in logistics increases the efficiency of work both in circulation and in production. Logistics must respond to changes in the external environment, trying to identify existing market opportunities in order to improve the decision-making system.

The implementation of information systems, as well as electronic communication, allows manufacturers to better plan production, adapt its size and structure to the needs of retail trade.

TMS (Transportation Management System) is one of the systems that improves the functioning of accounting at the enterprise. The main state of the system is that the logistics operator transfers part of his powers to the carrier: control of the accounting of financial transactions, while paying him the specified price for the service. This system

functions effectively in the USA, and its production is planned to be expanded in the countries of Europe and Asia.

GXS company is a leader in the logistics solutions market, offering services for the delivery of supporting documents according to individual principles, and this contributed to the increase in the speed of the flow of financial flows.

Intensification of competition, the need to reduce costs in the supply chain and improve the level of customer service require enterprises to implement and use the latest technologies.

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FEATURES OF INVESTING IN HUMAN CAPITAL

The competitiveness of an enterprise depends on its staff. A well-trained, motivated and efficient workforce is a valuable asset. Human capital should be considered at the national, regional, sectoral, enterprise and individual levels. At the enterprise level, human capital represents the aggregate qualifications and productive abilities of all its employees. At the individual level, human capital is the knowledge, skills, accumulated experience and other productive characteristics that a person acquires through education, training, and practical experience, which can be used to generate income.

Human capital is the basis of team relationships, productivity, and innovation. Human capital is linked to the professional environment and organisational policies. Human capital is an important asset of a company. The use of people's knowledge contributes to their productivity. Interestingly, human capital remains one of the assets that cannot be quickly replaced or copied. This provides a competitive advantage to companies that value their staff. Investing in and creating good working conditions for staff is the starting point for sustainable growth. Professional employees always enjoy favourable conditions in the labour market. They always find opportunities to work in any organisation. Such employees seek to strengthen the emotional connection with the organisation, and they are always interested in economic growth"[1]. Such employees are a company's value that is difficult to copy.