

Konoplova D.M., student,
Scientific supervisor – PhD in Economics, associate professor Lytvynenko L.L.
National Aviation University, Kyiv

CREATING A PERSONAL BRAND TO INCREASE THE EFFECTIVENESS OF INTERACTION IN THE INTERNATIONAL ENVIRONMENT

In the globalized world where interactions across borders are becoming more common, it is important for individuals to build strong personal brands to increase the effectiveness of their interactions on the international stage. A personal brand can help individuals build credibility, establish trust, and communicate their unique value offer to potential partners or clients [1-3]. This determines the study area relevance.

The study is aimed at examining the most important steps and strategies for creating a personal brand that can help individuals overcome the challenges of intercultural communication and increase their effectiveness in international settings.

The first step in building the personal brand is defining who are and what you stand for. This includes identifying unique skills, strengths and values, and creating a compelling story to communicate the personal brand to others (Fig. 1). One should start by asking himself/herself questions such as: What are my core values? What are my unique skills and strengths? What makes me stand out from others in my field? Once there is a clear understanding of the personal brand, one can start to develop a strategy for communicating it to others.

Regarding intensified digitalization worldwide, building an online presence is essential for establishing a strong personal brand. This involves creating a professional website or blog that showcases person's skills and expertise, as well as building a strong social media presence on platforms such as Facebook, LinkedIn, Twitter, and Instagram. This is also due to the fact that most influencers and stakeholders use social media, so building a strong brand using these advantages can help to reach a much wider audience in the current environment.

It is important to make sure that individual's online presence is consistent with his/her personal brand, and that he/she is regularly sharing content that demonstrates knowledge and expertise in the particular field. Quite a lot depends on the presence as an online personality. To reach popularity is the desire of many people, but there is no need to achieve it at all costs. It is important to create content that will engage viewers, but at the same time one has to enjoy the blog himself/herself, in other words this person should not lose his/her authenticity and individuality.

In the international environment, effective communication requires a high level of cross-cultural awareness and sensitivity.

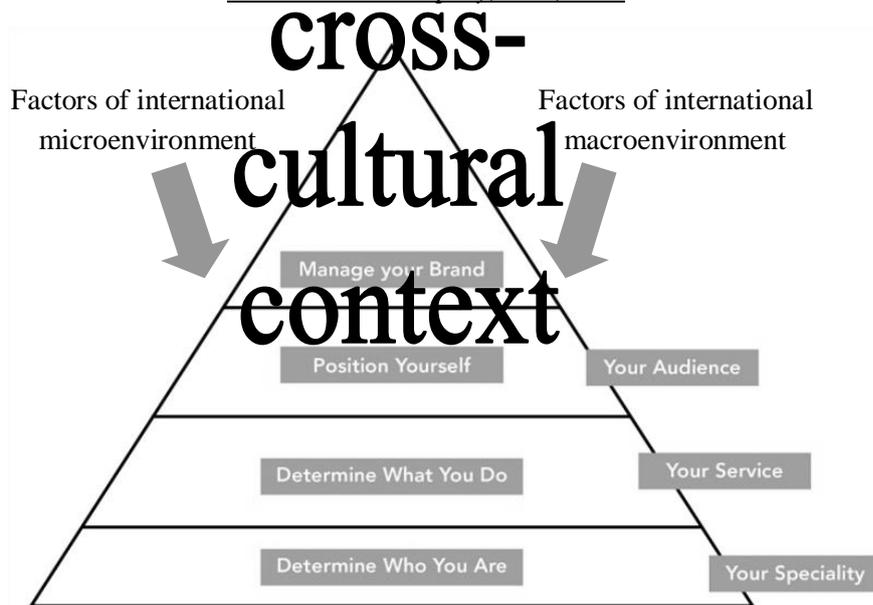


Fig. 1. Pyramid of creating the personal brand

* Developed on the basis of [4]

This involves developing an understanding of different cultural norms and communication styles, as well as adapting own communication style to suit the needs of the audience. Take the time to learn about the cultures of the people one is interacting with, and make an effort to communicate in a way that is respectful and appropriate. Creating a personal brand entails building a reputation, which is important for international cooperation and attracting foreign customers or investors.

Networking is an important part of building a strong personal brand, and can help to establish connections and build relationships with people in the particular field. When networking in the international environment, it is important to be strategic and targeted in the approach. It is necessary to identify key individuals or organizations to connect with, and make an effort to build relationships with them over time. By attending international events and conferences, a person as professional can connect with people from different countries and build relationships with potential business partners, collaborators, and mentors.

In creating a personal brand, the main thing is to understand why he/she is doing this and what he/she wants to convey to people. A personal brand creates an atmosphere of trust, where a person is more like a friend than an unattainable person. It is also essential for people to understand what they can learn for themselves from person's story. If one reveals himself/herself as a person and become an example for many people, success will not keep waiting. And person's brand will in turn work for he/she, attracting increasingly more customers who can lead to international collaborations.

It can be concluded that creating a strong personal brand is essential for increasing the effectiveness of interactions in the international environment. By defining personal

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.

References:

1. Harms R., Krasnova H. Social capital and personal brand building on social media. *Journal of Business Research*. 2017. №70. P. 136-144.
2. Kim D.H. Personal branding for career success. *Journal of Business and Psychology*. 2019. №34(5). P. 627-640.
3. Roudaki J., Ehsani M. The role of personal branding in enhancing the effectiveness of international business communication. *Journal of Multilingual and Multicultural Development*. 2019. № 40(8). P. 676-685.
4. How to create a personal brand. ULR: <http://brandyourself.asia/how-to-create-a-personal-brand/>

Kostadinova K.R., student,
Academic supervisor: Doctor of Economics, prof. Hrytsenko S.I.
National Aviation University, Kyiv

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