

- monitoring the course of product development and its implementation in production;
- interaction with marketing activities while forming the main directions of scientific, technical and production activities to ensure the competitiveness and efficiency of the enterprise to meet the requirements of consumers, competition in the industry and market conditions;
- study programs and providing innovation of enterprise financial resources, material resources and highly targeted personnel;
- creation of periodic targeted groups to solve complex problems of innovation, selected from idea to production of a new product.

As a result of innovative new ideas, new and improved products, new or improved processes, new forms of organization and management of the various spheres of the economy and its structures.

Innovative activity is a powerful lever that helps overcome the recession to ensure the restructuring and saturate the market with various competitive products.

The company may be in crisis, if we fail to anticipate changing circumstances and to react to them.

In a market economy head enough to have a good product, it must closely monitor the emergence of new technologies and their implementation plan in his company to keep pace with competitors.

Modern management should be management innovative type, that have a certain innovative potential. In a market economy tends accelerate the development, consolidation time, increasing the number and variety of changes that characterize the condition of the firm.

Management must keep pace with the changes actually happen in reality. And factors such compliance management by changes taking place in economic life, science and technology, is the innovative capacity management, which is formed in human resources, training management, organization management, focused on dynamics.

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## **PALLETIZATION**

Today we enjoy a well-developed transport system. It has a great influence on the activities of various sectors of economy and the economy of each particular country. Transporting materials employs vehicles and equipment, such as trucks, tractors, trailers, pallets, containers, trains, etc. The main objective of each

manufacturer is to optimize transportation process. This problem can be solved by palletization. Move one box or one hundred?

When the concept was first introduced, palletizing has a significant impact on improving performance. Thus, railcars are discharged during an hour or two instead of two days.

Some equipment facilitates pallet stacking by loaders. These pallets are made of rough wood of 4 x 4 ft (1.2 x 1 meter in Europe). This design can take a typical load of one metric ton (1,000 kilograms or about 2,200 pounds), and serves as a basis for mounting, handling, sorting, storing and transporting of goods as a cargo unit.

Continuously improving supply chain operations, pallets seem sometimes useless in the effort to gain reduced space, while transporting and warehousing.

There are many advantages of pallets application: quick turnover delivery and improved efficiency of transport equipment; drastically reduced need for manual processing; reduced temperature risk for perishable products at non-refrigerated docks; less risk of damage to the product; mitigation of occupational injuries; more efficient product movement on the pallets, their effective placement and packaged goods delivery to customers. It is usually easier to use pallets for loading/unloading compared with other devices, such as separating sheets that require specialized equipment. The pallets also provide drainage and air circulation for products.

When palletizing one must adhere to certain rules: similar size of cargo, appropriate height (approximately 1 m) depending on truck and container height, ranging from 2.1 to 2.4 m as well as space-to-load ratio. This ratio is equal to 1.

There are many methods of pallets stacking, but currently the developed countries are opt to the employment of robots to reduce labour costs and switch to automated operations. The largest robots have over 3 meter span, their flexibility and multifaceted options allow handling at least two finished product lines.

Thus, palletizing facilitates transportation processes making them beneficial and cost effective for carriers.

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## **COMPUTER VIRUSES AND THE WAYS TO AVOID THEM**

Due to the Digital Revolution which led to the creation of the first digital computer, digital record and soon the creation of global networks such as Internet, the number of computer users as well as the Internet users started to increase at