

- to support team morale;
- to assess and give feedback timely;
- to provide psychological support.

Applying these strategies will definitely help create a more productive and supportive environment for employees in distant work, which in turn will give a positive impact on the overall results of the company.

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THE IMPACT OF NEURAL NETWORKS ON THE LABOR MARKET

Влияние нейросетей на рынок труда

Digitalization of the economy means the use of digital technologies in various fields of activity, from manufacturing and trade to services and finance. It offers new opportunities to optimize the process of productivity improvement and data management. One of the most significant ways of digitalization is neural networks. A neural network is a system consisting of many interconnected nodes (neurons) that simulates the work of the human brain. It is trained on large amounts of data and can be used to solve various problems, such as pattern recognition, natural language processing and prediction of numerical values. The purpose of the study is to determine how neural networks affect the labor market and what competencies are becoming foreground for successful professional activity.

A lot of large companies use neural networks actively: Google (in its search algorithms, for image processing (Google Photos), in voice assistants (Google Assistant) and in many other products); Microsoft (integrates neural networks into its products, such as Office (for example, in the form of auto-completion and text editing functions), as well

as in the Azure cloud service); IBM (developed the Watson platform, which actively uses neural networks in healthcare, business analytics and other areas); Tesla (in autopilot and autonomous driving systems, processing data from sensors and cameras) and many others.

The widespread use of neural networks in the labor market leads to the need for changes in the structure of professional skills and qualifications. The labor market is moving towards narrower and more specialized professional areas, where digital skills, creative thinking, and rapid adaptation to new conditions are important.

Digital competencies are the abilities to use digital technologies in everyday life and work effectively. According to the European Commission, digital competencies include skills of searching and information processing, interacting in a digital environment, creating content, security and problem solving. In the countries of the European Union, the level of employment with digital competencies ranges from 50 % to 70 % depending on the country. The relevance of digital skills is increasing, as many vacancies require the knowledge of modern systems operating on the basis of neural networks.

Neural networks are change the content and professional competencies in various fields fundamentally. For example, in data processing, such a profession as a analysts specialists can be replaced by a computer program based on a neural network. Other examples include the service sector (call center operators, cashiers), the financial sector (financial analysts), the marketing sector (advertising specialists, content managers), and healthcare (medical diagnosticians).

The improvement of the education system is becoming an important task for training specialists who meet the modern requirements of the labor market. Educational institutions must adapt curricula, introduce courses in programming, big data processing, and the basics of working with neural networks. Education must become more practice-oriented, developing critical thinking skills and adapting to rapidly changing technologies.

The impact of neural networks on the labor market is a complex, multifaceted process. It requires not only the adaptation of specialists to new conditions, but also the training of a new generation of workers with the necessary digital competencies to successfully function in the digital economy.

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SPECIAL ECONOMIC ZONES IN THE GLOBAL ECONOMY

Свободные экономические зоны в мировой экономике

Free Economic Zones (FEZ) are territories with special economic conditions created to attract investments and stimulate economic growth. The aim of this research is