

significant problem: qualified specialists leave for countries such as Poland and Lithuania, which offer better working conditions and wages.

One of the factors of the crisis is the low level of remuneration, especially in the professions of drivers, dispatchers and warehouse workers. Young people prefer more prestigious and comfortable fields, such as IT or business, which makes logistics lose the opportunity to attract new staff. Physically demanding working conditions and long travel times discourage potential employees. Lack of automation also exacerbates the problem, increasing the workload of employees and reducing productivity.

All of this leads to tangible consequences. Delays in delivery, rising costs of goods, decreased efficiency in resource allocation and inflation have been a direct consequence of the staffing crisis. Companies are forced to compensate for labor shortages by raising prices, which affects consumers' purchasing power.

Both short-term and long-term measures are required to deal with the crisis. Short-term solutions include managing customer expectations, expanding warehouse capacity, and outsourcing. Long-term strategies include automating and digitalizing processes, improving working conditions, raising the prestige of professions through training and promoting logistics as a promising field.

It is important to reconsider the value proposition for employees, creating an environment conducive to professional and personal growth. Companies should work to create a favorable image of logistics through marketing and communication. Adoption of technology such as warehouse robotization and digital cargo management systems will help improve efficiency and reduce the workload of staff.

Results of investigation performed are the following – overcoming the staffing crisis in logistics requires a comprehensive approach that combines adaptation to current challenges and strategic planning. Creating attractive working conditions and introducing innovative solutions will help stabilize the industry, improve its competitiveness and ensure sustainable development.

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DIGITIZATION OF THE ECONOMY AND ITS IMPACT ON THE GLOBAL LABOR MARKET

Цифровизация экономики и ее влияние на глобальный рынок труда

The digitization of the economy is the process of integrating digital technologies and innovations into various spheres of economic activity. Digitization significantly changes traditional business models and has a profound impact on the structure of the labor market worldwide. This report will examine the changes occurring in the global labor market as

a result of digitization, as well as the challenges and opportunities it Dpresents for workers and employers. Digitization encompasses many aspects, from the automation of processes in enterprises to the widespread adoption of information and communication technologies (ICT) in daily life. The most noticeable consequences of digitization include: automation of processes, the use of big data and artificial intelligence, and the development of digital platforms and services. Digitization leads to significant changes in employment structures.

On the one hand, it promotes the creation of new jobs related to the development and implementation of new technologies. On the other hand, automation and robotics can lead to a reduction in the number of jobs in traditional sectors, such as manufacturing and logistics.

In the book «Work in the Age of Artificial Intelligence», Cameron Herns presents data suggesting that, in the coming decades, artificial intelligence could replace up to 40 % of jobs in fields such as transportation, manufacturing, and accounting [1].

However, Herns also emphasizes that new professions will emerge, related to IT development, data analytics, cybersecurity, and algorithm design. The shift toward digital technologies requires workers to continuously update their knowledge and skills. Companies and government institutions must invest in retraining and professional development programs. An example of this is the European Union's initiative to create online learning platforms aimed at developing digital skills among workers of all age groups. One important aspect of digitization is the increased flexibility in the labor market. With the spread of digital platforms, freelancing, and remote work, many workers now have the ability to choose the time and place of their work. Digitization also promotes the globalization of the labor market. Workers from developing countries can now compete with professionals from developed nations for the same jobs, making the labor market more competitive. In *Globalization and Jobs*, Josef Schmidt describes examples of how companies from the United States and Europe are outsourcing tasks related to programming and data analysis to countries with lower costs [2].

To conclude, digitization of the economy has a profound impact on the global labor market. It leads to changes in the employment structure, the creation of new professions, and the emergence of new forms of employment, such as freelancing and remote work. At the same time, digitization places high demands on workers' qualifications and requires them to constantly update their knowledge and skills. Employers, in turn, must take these changes into account, invest in the training of their employees, and prepare for the implementation of new technologies. The process of digitizing, the economy creates, both opportunities and challenges for all labor market participants, and its consequences will depend on how effectively they can adapt to these changes.

References

1. *Herns, C. Work in the Age of Artificial Intelligence* / C. Herns. – New York, NY : Routledge, 2000. – 189 p.
2. *Schmidt, J. Globalization and Jobs* / J. Schmidt. – USA : Amer. Press, 2018. – 86 p.