

at an incredible pace, and companies must constantly adapt to stay relevant and visible to their audiences. Another serious issue is the high level of competition. A vast number of content creators compete for users' attention, which requires businesses to be creative, fast, and willing to invest heavily in high-quality visual content [2].

In conclusion, I would like to emphasize once again that TikTok and Instagram aren't just social networks – they're powerful tools of the global economy. They are changing consumption patterns, opening new opportunities for trade, and shaping global trends. I am confident that their influence will only continue to grow, and it is essential for businesses to learn how to harness their potential for sustainable development.

## References

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## DIGITALIZATION IN CARGO MANAGEMENT

### Инструменты цифровизации в грузоведении

Cargo science is the science of transport characteristics of cargo, which must be taken into account during loading and unloading operations, storage and movement of cargo to increase the efficiency, transparency and sustainability of logistics processes. Modern digital technologies allow not only to track the location, but also to monitor the condition of cargo, record violations of the conditions of transportation, automate accounting and accelerate decision-making [1, p. 17].

1. Electronic seals: access control and integrity.

Electronic seals are devices that record the fact of opening and transmit a signal to the monitoring system. They are becoming the standard in international transportation, especially for valuable and sensitive cargo.

Challenges: high cost of equipment and maintenance, incompatibility of protocols from different manufacturers, lack of a regulatory framework for recognizing data in legal disputes, and communication disruptions in remote areas.

Expected benefits: reduced theft and unauthorized openings, automated access control, and faster incident investigations.

## 2. Barcode and transport label.

Barcode is a basic tool for cargo identification. Modern systems use 2D codes (QR, DataMatrix) integrated into transport labels that contain information about the cargo, route, transportation conditions, and the recipient.

Importance in cargo movement: acceleration of operations during acceptance, shipment, and inventory, reduction of errors during manual data entry, and automation of warehouse processes.

The essence of a transport label is a unique identifier, route information, storage and handling conditions, and encoding for automatic reading. Barcoding helps reduce errors in cargo identification and speeds up processing [1, p. 115].

## 3. RFID technologies in cargo management.

RFID (Radio Frequency Identification) allows for the reading of cargo data without direct visibility, which is particularly important for mass processing of pallets and containers.

Advantages: high reading speed, the ability to simultaneously scan multiple objects, integration with accounting systems.

Limitations: the cost of tags and readers, interference in metal and liquid environments, and the need for infrastructure. RFID technologies ensure accurate inventory and reduce processing time [2, p. 312].

## 4. Drones: monitoring and decision-making.

Drones are believed to be an effective tool for visual monitoring of cargo location and operations. They are used to monitor the condition of cargo, warehouses, and container terminals.

What processes are monitored: visual inspection of cargo in open areas, monitoring the integrity of packaging, and checking compliance with storage conditions [2, p. 301].

The digitalization of technologies used in cargo management should be focused on such tasks as identification, condition monitoring, and accounting control. Electronic seals, barcoding, RFID, and drones are tools to increase the transparency, security, and efficiency of logistics processes.

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