

In 2022 the *importance of cross-country E-entrepreneurship and E-platforms* (Australia), *COVID pandemic and entrepreneurial ecosystems* (India), *Covid-19 and SMEs, business incubation (BI) and SMEs* (Qatar), *women entrepreneurs* (Pakistan), *crowdfunding (CF)* and *gender gap in entrepreneurship* (Portugal) was outlined.

These findings could provide new insights into the nature of E-entrepreneurship. Thus, our results demonstrate that there has been an immense interest in E-business improvement, new product development, sustainability both in Europe and Asia. Moreover, it is evident that such spheres as sustainable development, SMEs, cloud computing and women in entrepreneurship are of great importance globally.

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DIGITAL TECHNOLOGIES IN LOGISTICS

Цифровые технологии в логистике

The purpose of this work is to investigate digital technologies used in logistics, to identify their main advantages and disadvantages. To achieve this goal, the following tasks are set: firstly, to consider the main digital technologies used in logistics, secondly, to analyze the trends in the development of digital technologies in this direction, and thirdly, to identify the main advantages and disadvantages of using digital technologies in logistics.

The relevance of the topic lies in the fact that logistics occupies a significant market segment and is an integral part of the global economy, so digitalization in this area is inevitable. The introduction of digital technologies in transport and logistics companies allows them to take a more competitive position in the market [2]. This high efficiency of digital technologies is achieved due to the fact that the human factor is the cause of a significant number of mistakes [1]. The author notes that the use of low-skilled labor in areas where it can be replaced by solutions provided by digital technologies, for example, through robotics or the use of software solutions such as artificial intelligence, leads to a significant increase in costs and risks of various situations that lead to an even greater increase in costs. It is

worth noting separately that a person simply cannot cope with some tasks, for example, with working with big data. Only digital technologies are suitable for solving such tasks, in this case, from the field of big data, since when using manual labor, the quality of the work performed will either decrease significantly or be practically zero [1].

The author believes that the integrated application of digital technologies will affect the logistics company in the best way, despite the rather high efficiency of their partial application.

Also, according to the author, the main disadvantage of digital technologies is the cost of their development. Many digital technologies, which in the future may greatly affect the logistics sector, are now in the state of an idea or prototype, and require large investments in their development.

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GLOBALIZATION AS A WAY TO SOLVE HUMAN PROBLEMS

Глобализация как путь решения человеческих проблем

The purpose of the study of this topic is to establish if it is possible to reach the end point of globalization, which as we have learned is the achievement of general welfare. The result of the study made it possible to see why it is not possible to achieve this general well-being, what is the problem and what should be strived for.