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DIRECTIONS OF INNOVATIVE DEVELOPMENT IN THE MANAGEMENT OF COMPETITIVENESS

CRM-

The article considers the main directions of development of competitiveness in the management of efficient transport flows. It is proposed to improve the management system of its internal transport flows to improve the competitiveness of industrial enterprises. The competitiveness of effective systems is built in a coordinated manner within the automation of all business processes at all stages of the economic chain. Algorithms of incoming streams are presented. The stages of managerial decision-making are highlighted. The client's trustworthiness assessment and financial solvency check is shown as a standardized accounting register and is presented in a guide form at the stage of conclusion of the contract. The formation of intra-company logistics is imposed on the restrictions associated with the introduction of a new system of tax administration and current judicial practice. In relation to the existing practice, a guiding form of client passing is proposed, which contributes to increasing efficiency and is adapted to implementation through CRM-systems. The rules of passage are standardized.

Innovative mechanisms used in the practice of cargo transportation management are considered from the angle of probabilistic approach. Complexes of adaptive-simulation models for making competitive management decisions are considered. The economic interpretation is proposed taking into account the production specifics of small enterprises. The use of neural connections contributes to the development of an innovative approach to ensure competitive advantages. The proposed model adapts to changing internal and external indicators. The formation of the logistics chain is built taking into account the internal planning and is consistent with the key performance indicators of the organization.

Keywords: innovations, competitiveness, cargo transportation, small enterprises.

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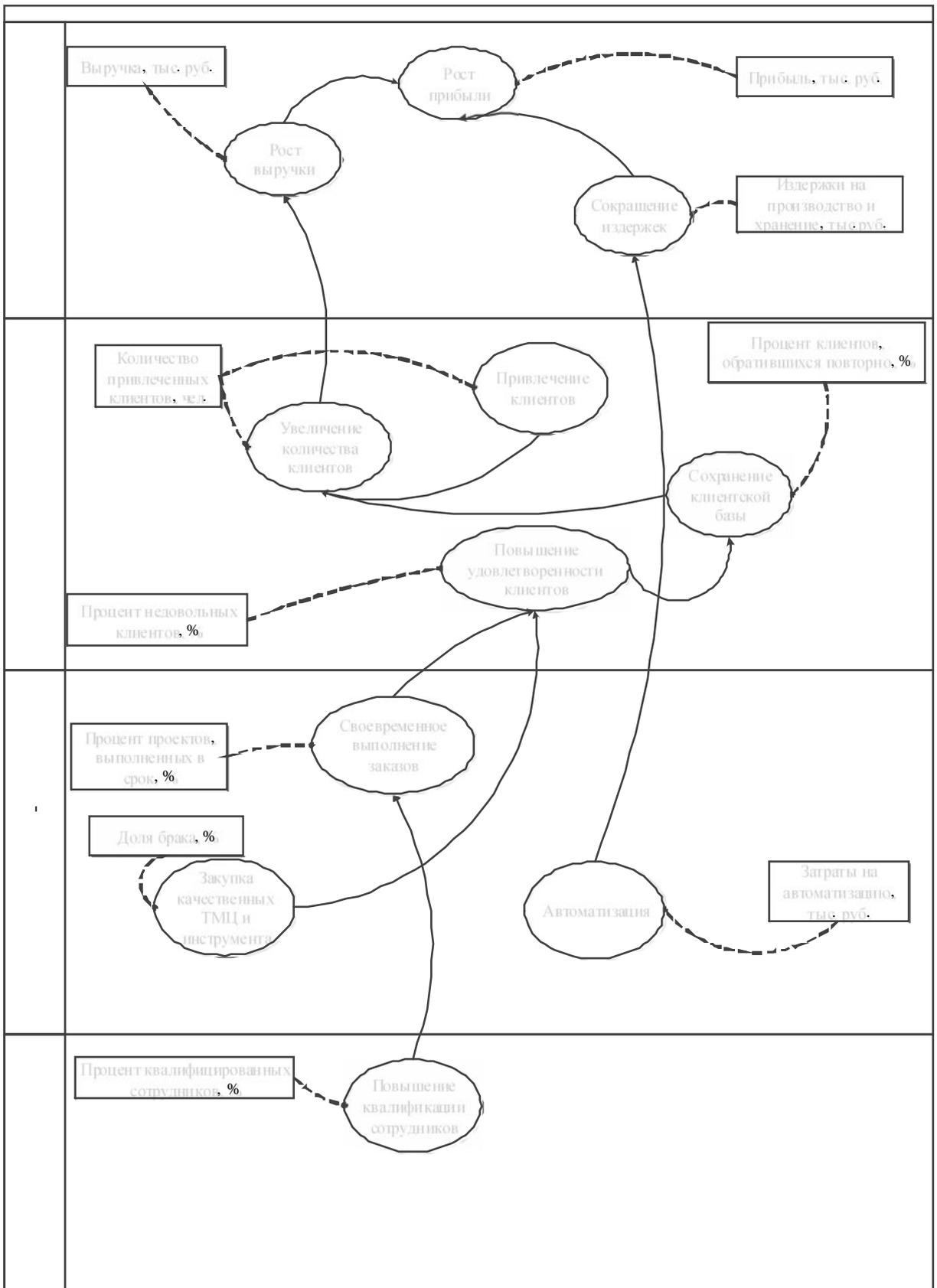
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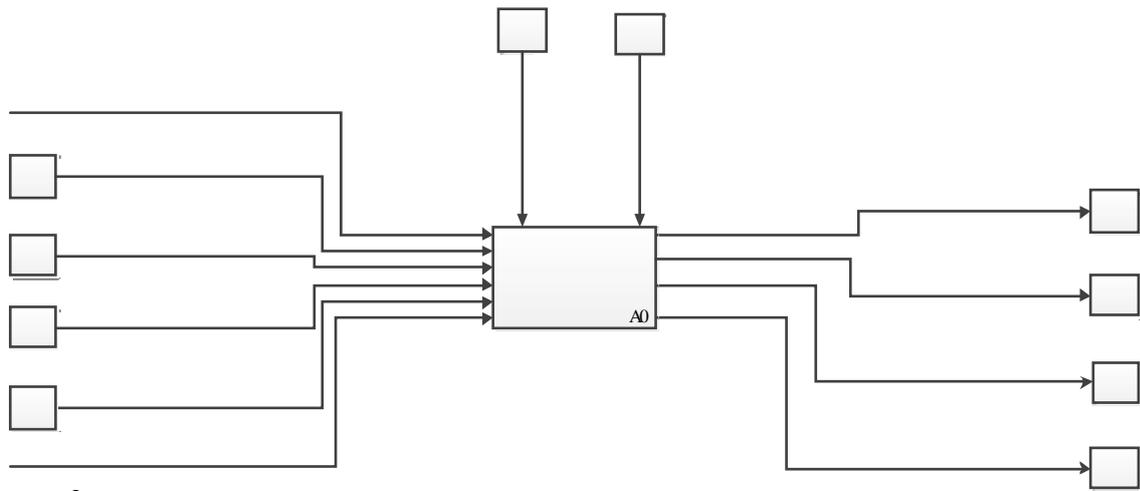
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