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## **MONITORING OF THE LOGISTICS INFRASTRUCTURE IN THE CONTEXT OF GLOBALIZATION**

The reality of modern planetary space is globalization, which represents the interacting processes that share variables that characterize and execution of one process affects the result of another. Economic transformations during the course of the global financial and economic crises, cause not only changes in the geopolitical picture of the world, but also transform the direction and scope of globalization, reorient the state in search of alternative macroeconomic decisions. During this imbalance, the question concerning solutions to improve monitoring of the logistics infrastructure in the context of globalization.

The aim of the article is to identify issues in the activities of domestic enterprises in a globalized economy with a further increase their efficiency and competitiveness.

Each domestic enterprise with the rights of a legal entity that owns export opportunities, in accordance with the law has the right to enter global markets and to establish direct contacts with foreign partners. The effectiveness of the company is affected by various factors, depending on the place of their origin can be internal and external. In the group of external factors should include those that are associated with changes in domestic and global markets (typically, this manifests itself in the change of demand and supply, price fluctuations), the political situation within the state and globally, with inflationary processes, the activities of the state. Factors that affect the internal environment of a business entity, are those primarily associated with the acceleration of scientific-technical progress, innovation policy of the enterprise, improving the organization of production and labor workers, the management of the enterprise, the identity of the head and the ability of his team to respond quickly and

effectively to manage the company in the market, creating a favorable socio-psychological climate in the team. Also the internal factors include: the legal form of management; the specifics of production and industry, to which the economic entity; the quality and competitiveness of products, cost control and price depreciation and the investment policy and other

Taking the decision to enter the world market, the company must conduct a serious preparatory analytical work to assess the feasibility and efficiency of economic activity in foreign markets

To ensure control of the goods and services supplied to the consumer market, each national economy uses certification. To recognize the Ukrainian certificates and overcome barriers in the trade of Ukraine began to implement several international certification systems as well, such as: System of testing of electrical equipment for compliance with safety standards (IEC); the certification System of cars, trucks, buses and other vehicles (ECC N); System certification manual firearms and ammunition; The system of certification of electronic equipment (IEC); international certification system of metrological equipment and instruments and other.

Today, there are a number of problems hindering the effective activity of the domestic enterprises in the conditions of globalization, including: lack of transparency in legislation; the imperfection of tax legislation; inefficient use of labour force; low productivity; reducing the cost of commissioning of fixed assets and increase as the degree of wear, particularly in industry and agriculture; the saturation of the market with imported goods, the consequence of which is the infringement of the interests of domestic producers. Therefore, in the future one of the priority directions of economic policy of our country must be the preservation and development of scientific-technical potential, creation of conditions for effective functioning and competitiveness of domestic enterprises and products, namely improving the monitoring of the logistics infrastructure in the context of globalization.

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