

Thus, the role of the import substitution policy in the system of ensuring the economic security of the country is characterized ambivalently, taking into account the ambiguity of the impact of imports on the national economy. Excessive imports, the liberal policy of the state and, as a result, the high level of competitiveness of imported goods lead to the overwhelming influence of imports in the domestic market, where it is quite problematic for their own producers to break through.

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STAGES OF DEVELOPMENT OF THE BENCHMARKING CONCEPT AND THEIR CHARACTERISTICS

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The development of the economy is accompanied by a deepening of economic transformations, which predetermines an increased interest in new theories and directions of development of marketing and management. A detailed study of existing scientific publications on the implementation of benchmarking at domestic and foreign enterprises allows us to talk about the ever-increasing popularity of this tool.

However, the features of the use of benchmarking principles in logistics are not sufficiently disclosed and require further study. The purpose of this study is to identify and analyze current trends in the use of benchmarking in logistics.

The development of benchmarking is also closely linked to how businesses understand quality. There are several stages in changing the understanding and attitude of enterprises to quality [4].

The first stage of benchmarking is interpreted as reengineering or retrospective analysis of the product. The basis of the concept: comparing the product of a competitor or any part of it with the product of the company. Managers of Japanese companies visited successful companies in the United States and Western Europe to study the experience of management and organization of production. This stage is characterized by checking the quality of the finished product. To ensure quality control, the firm invests in improving quality systems, not benchmarking.

The second stage is associated with the strengthening of control and is known as benchmarking competitiveness. Firms are implementing the quality standard ISO 9000. Benchmarking is applied to all key business issues. Consultants are widely involved in the development and implementation of benchmarking procedures. It is the interaction and rivalry of firms in modern business that is the basis for meeting the needs of consumers and gaining competitive advantages. At this stage, benchmarking is used. At this stage, benchmarking is used competitiveness and strategic benchmarking. Here, benchmarking was developed as a science in 1976 - 1986 thanks to the activities of Xerox. In 1979, due to a sharp decline in the company's share of the copier market, Xerox implemented a number of activities to study the technical characteristics of competitors' products, as well as the experience of Fuji. As a result, the company's share in the copy market has grown significantly, and the systematic comparison of "itself" with competitors (benchmarking) has become an integral part of the company's strategy (Leadership through Quality program).

The third stage, the benchmarking process, developed between 1982 and 1986, when quality leaders realized that it was easier to learn from businesses outside their sector or industry than by researching competitors.

The fourth stage – start-up benchmarking – is associated with the fact that all organizations represent a single mechanism [5]. Here, benchmarking is seen as a systematic process aimed at evaluating alternatives, implementing strategies and improving performance characteristics based on the study of successful strategies of external partner enterprises. The decision-making process takes place only on the basis of comprehensive and accurate information, provided that the overall efficiency of the company's activities is ensured. Within the organization, there is a synergistic effect. At this stage, strategic benchmarking moves to global.

The fifth stage - global benchmarking, is considered as a future tool for organizing international exchanges, taking into account the culture and national characteristics of the processes of organizing production.

Thus, benchmarking leads to a significant change in the decision-making procedure in the field of management and involves the identification, study and use of useful experience of other firms in relation to the problems of development of logistics

systems and chains, familiarity with the applied best practices, which contributes to increasing the competitiveness of the company.

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WITHTRANSWITH UNCERTAIN STATUS: PROBLEMS OF SOCIAL PROTECTION OF THE POPULATION

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Modern life is inconceivable without social protection. Social protection measures not only support the realization of the human right to social security, but are also an economic and social necessity. Sound social protection systems contribute to