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## **THE ESSENCE OF THE CONCEPT OF “NETWORK STRUCTURE” IN THE CONDITIONS OF GLOBAL CHANGES**

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Currently, modern business conditions require the activation of partnership, cooperation and network interaction based on the creation of cluster structures [1–7] in various spheres of economic activity; association of small enterprises for proper execution of contracts; joint activity of two or more companies and different groups of stakeholders to achieve a common goal and synergistic effect. And these issues are especially relevant in the conditions of rapid development of the digital economy [8–12] and smart specialization.

Based on the theoretical generalization of existing scientific developments regarding the conceptual apparatus, it was established that the concept of “network structure” is identified with such definitions as: organization; interaction; association; management structure; form of management; coordination; cooperation; alliance; structured aggregate; integration; corporate structure; relationships; coalition etc.

At the same time, it is worth noting that scientists usually mean a business network by a network structure; business structure; open structures; trade network; integrated corporate structure; a new organizational form of joint activity; collective interaction; a group of business units; self-organized structure; organizational type; model of economic relations; flexible management structures; a complex of business units (network partners); a system of contracts between formally

independent economic agents; an element of the network economy; form of economic activity in the global information environment, etc.

As a result of the research [13], the author's approach to the definition of the term “network structure” is proposed as a specific form of organization of collective efforts, which is based on the voluntary interaction of its participants based on the union of their interests, resources, competencies and capabilities.

It is justified that the network structure can be interpreted from three positions:

- 1) network form of partnership in conditions of global changes;
- 2) an effective model of stakeholder interaction in the conditions of transformations;
- 3) a model of partnership relations between participants in the market of transport and logistics services (Ukrzaliznytsia, motor transport companies, international airports, sea ports, logistics operators and centers, IT companies, institutions of the banking, insurance and financial and credit system, investment funds, scientific institutions, institutions higher education, objects of innovative infrastructure, regional and local authorities; different categories of consumers) when organizing logistics processes.

Key features of the network structure include:

- awareness that the common long-term goal can be achieved by each of its individual participants to the greatest extent within the network interaction;
- voluntary nature of connections between network participants;
- the responsibility of partners for achieving the final goal, which obliges them to constantly interact with each other in full independence;
- the presence of many leaders, each of whom complements each other with their knowledge and competence, which ensures flexibility, stability and elasticity of the network;
- multiple nature of interactions, where each member of the network can directly establish contacts with other members.

Prospects for further scientific research consist in considering the evolution of development and the prerequisites for the formation of the concept of the network economy; generalization and systematization of

conceptual approaches to the definition of the term “network economy” in the context of globalization.

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