

La profesión de tasador permite un formato de trabajo remoto. Es conveniente: puede hacer negocios desde cualquier lugar de la ciudad, es suficiente tener una computadora portátil e Internet. Pero la otra cara será la principal desventaja: la falta de un horario claro, el trabajo entra suavemente en el modo de 24 horas. Al mismo tiempo, la profesión sigue siendo popular, por lo que un verdadero profesional siempre tiene la oportunidad de encontrar un trabajo bien remunerado. El puesto de tasador puede convertirse en la base de la estabilidad financiera si está dispuesto a dedicar mucho tiempo a trabajar y no dejar de monitorear los cambios en el mercado inmobiliario.

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INFORMATION WEAPONS AS A SOCIALLY FUNCTIONAL INNOVATION

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The current stage of development of the economic system of society is undergoing global changes due to the increasing role of scientific, technological and technical factors, the structural restructuring of the industrial complex of countries, the gradual digitalization of all economic processes. The place of information as a factor of production, as well as a commodity with independent value, in such conditions becomes more and more significant. The availability of access to certain information, the speed of its receipt and processing are often the main advantages of economic agents, which contributes to increasing their competitiveness in the national or international economic arena. In this case, economic entities face the need to solve the following problems:

- 1) get access to information that will provide a certain level of economic, social, political or other power,
- 2) find a way quickly and efficiently process the data received,
- 3) ensure the security of personal information.

However, it is worth noting that the active use of information technologies for economic activity at the present stage of economic development is characterized by an increased risk component, which, of course, creates uncertainty in the course of economic processes, and also makes it difficult for economic entities to make cost-effective decisions. The current state of the economy can be characterized as a risk economy, which is understood as "the economy of highly technical and knowledge-intensive industries, characterized by the highest degree of political, economic, technological, financial and environmental uncertainties and risks" [1, p. 45]. As S. Yu. Solodovnikov notes, "in the modern economy, risks take on a comprehensive character, many of them are unpredictable in principle – "black swans", "the effect of overconfidence", etc." [1, p. 45]. The value of information in a risk economy is obvious: access to certain information will allow economic activity be carried out with the least losses, but, most importantly, information will provide access to power, which means it will provide an opportunity to control the economic behavior of other economic agents. As noted in the literature, "the emergence of the information space has led to the emergence of those who want not only to divide this space, but also to control and manage the processes taking place in it" [1, p. 46].

In order to establish control over economic processes, information as a socio-functional innovation acts as an information weapon, which is understood as "such a type of information weapon that exposes certain groups of social actors to impose on them the necessary socio-economic behavior manipulator" [1, p. 46]. With the help of information and communication technologies, it becomes possible to manipulate the behavior of economic entities to achieve their own goals. The widespread use of mass media, the Internet and social networks greatly simplifies the manipulation of economic actors: it becomes possible to impose ideas, opinions, values, habits and ideals. The mass media transform people's consciousness by broadcasting the information necessary for a certain circle of people, and the main problem is that it is almost impossible to verify the truthfulness of information in modern realities. It's known that over 70% of public and personal opinion is formed by mass media and communications [2, p. 249].

In addition to imposing certain ideas and opinions on economic entities, it becomes possible to block the socio-economic activity of the subject with the help of information weapons. In this case, we are talking about the non-lethal destruction of a socio-economic entity.

Information weapons as a socio-functional innovation in a risk economy significantly affects the economic system of society today. The construction of a

model of socio-economic development, modernization of the industrial complex, as well as the solution of any economic problems is possible only if information uncertainty is taken into account, as well as the potential impact through information technology.

Литература

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TRANSPORTAGENTUR IN DER TRANSPORTLOGISTIK

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Die Tätigkeit von Beförderern fast aller Transportarten auf dem Territorium eines ausländischen Staates ist ohne Hilfe spezieller Transportvermittler – Agenten – praktisch unmöglich. In einem fremden Land ist es für einen Spediteur schwierig und manchmal unmöglich, seine Fahrzeuge zu bedienen, seine Transportdienstleistungen zu verkaufen und alle Gesetze des Staates strikt zu achten. Daher geht der Beförderer ein Vertragsverhältnis mit Agenten ein.

Mit der Entwicklung des Welthandels hat die Rolle des multimodalen internationalen Transports mit zwei oder mehr Verkehrsträgern zugenommen. Je komplexer das Transportsystem ist, desto wichtiger ist die Rolle des Transportagenten. Seine Mitwirkung ist bei der Frachtabfertigung in Häfen und Straßenübergängen, Grenzbahnhöfen und Terminals, Bahnhöfen und Lagerhäusern in verschiedenen Ländern erforderlich.

Transportagentur ist eine Art der Speditionstätigkeit, die in der Erbringung von Speditionsdienstleistungen durch Transportagenten besteht [1].

Im Rahmen eines Agenturvertrags verpflichtet sich eine Partei, der Agent, gegen Entgelt, im Namen der anderen Partei, des Beförderers (Auftraggebers), rechtliche und sonstige Handlungen im eigenen Namen, jedoch auf Kosten des Auftraggebers durchzuführen, oder im Namen des Auftraggebers und auf Kosten des Auftraggebers.