

INVESTMENTS IN TELECOMMUNICATION TECHNOLOGIES AND THEIR IMPACT ON THE LOGISTIC FIELD

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ABSTRACT

The dynamic competition of the last years has stimulated aggressive firms to consider a wide variety of ways to satisfy business requirements more efficiently. Greater differentiation of products and services through an emphasis on customer service combined with the emergence of new technology has provided an incentive for many companies to rethink their business models. Many innovative business solutions are based on adoption and utilization of information technology. Today's level of information technology sophistication is capable of impacting alternative business strategy and organizational structural choice to a greater degree than ever before. The application of computers, internet and information communication systems can be seen in virtually all activity in the logistics industry.

KEYWORDS: *competitive advantage, electronic data interchange, e-business solutions, logistics field, telecommunication technologies.*

JEL CLASSIFICATION: *L96, M21.*

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