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In the article, current communication technologies used in supply chain management such as barcoding, RFID, GPS monitoring, mobile communication, EDI, clouds computing, mobile applications and supply chain management software, were analyzed, their advantages and disadvantages were defined. Deployment of communication technologies on 25 world leading enterprises was analyzed.

Keywords: supply chain, communications technologies, competitiveness of the enterprise, supply chain management.

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/ . . . // « » . : « » . – 2013. – 24(997). – . 61–68. – . : 7 .

In the article it is mentioned that one of the forms of foreign economic activity of enterprises is foreign trade. Classical, neoclassical and alternative conceptions of theories of international trade are considered. The basic criteria of efficiency of foreign trade are defined.

Key words: efficiency of foreign trade, conceptions of international trade, export-import operations.

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