

**The Basic Principles for Improving Quality  
and Competitiveness of Road Transport Services  
in Terms of Competent Personnel Policy  
of the Company**

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**Key words and phrases:** efficiency of transport services; improving the quality and competitiveness of road transport services; personnel policy.

**Abstract:** We consider the range of issues affecting the quality and efficiency of road transport services. We propose an algorithm to improve the organization of labor in the way of competent personnel policies of the enterprise.

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