

СЕКЦІЯ 5

СОЦІАЛЬНО-ЕКОНОМІЧНІ ВАЖЕЛІ ЗАБЕЗПЕЧЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ СУБ'ЄКТІВ ГОСПОДАРЮВАННЯ В УМОВАХ СТАНОВЛЕННЯ ІННОВАЦІЙНОЇ ПАРАДИГМИ РОЗВИТКУ

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FEATURES OF MANAGEMENT LOGISTICS ACTIVITY OF THE ENTERPRISE

The sphere of practical implementation of the logistics concept and logistics approach is the logistics activities of the enterprise. Some scientists consider the logistics activities of business entities as a practical implementation of complex logistics functions and basic logistics operations.

Given that the purpose of logistics is to harmonize the interests of producers, suppliers and consumers, its main areas are: improving the parameters of incoming resource flows based on improving relations with suppliers; improvement of internal flows, ie results and coordination of actions of divisions of the enterprise; improving relations with consumers, ensuring the most accurate compliance of outgoing flows of goods and services with their requirements.

Logistic activity of the enterprise can also be considered from the point of view of realization of the basic logistic processes – coordination: activities with an operational and calendar plan for the supply of raw materials and semi-finished products; transport and warehousing works with supplies; activities with a plan of physical distribution during production; in-plant movement of materials, raw materials, spare parts and finished products, loading and unloading operations, transport and warehousing operations for work in progress, etc .

Economic activity with a marketing plan during the sale of products, demand forecasting, service, operational and calendar planning, processing customer orders, warehousing and transportation.

Logistics processes include processes related to changes in the parameters of space (location), time, shape, properties of logistics flows. For example, the formation of economic relations for the supply of goods, delivery of resources from suppliers, management of warehousing operations, forecasting the need for transportation, transportation and all necessary related operations, delivery of products to stores, representative offices, as well as management processes that ensure effective planning, control and regulation of flows.

Thus, the implementation of logistics activities in industrial enterprises gives grounds to consider it as an integral part of logistics systems. Most researchers consider logistics activities through implementation of logistics functions, which in turn are divided into logistics processes and logistics operations (Table 1) [1; 2].

Table 1

Logistics activities through the implementation of logistics functions

Logistics process	
time-organized sequence of logistics operations, which allows to achieve the set goals	
Logistics operation	Logistic function
part of the logistics process performed at one workplace or with one technical means; it is a set of actions aimed at transforming logistics flows that is not subject to decomposition	consolidated set of logistics operations aimed at implementing a specific task of the logistics system, such as transportation, warehousing, order management, inventory management and more

The study of the content of logistics activities requires consideration of its components. However, currently there is no single approach to the allocation of types of logistics activities, logistics functions. In particular, Professor EV Krykavsky proposes to classify the types of logistics activities on two grounds: phase and functional (Table 2) [1; 2].

The efficiency of logistics activities at the enterprise depends on the development of logistics infrastructure, thanks to which all necessary logistic processes and operations with material and other accompanying streams are carried out. The logistics infrastructure of the enterprise is a system, which regulates and regulates the structure and speed of material flows based on the necessary criteria for the effectiveness of the enterprise.

Table 2

Classification of logistics activities

Основні види логістичної діяльності	
phase	functional
supply logistics	order management
production logistics	transportation
sales (distribution) logistics	warehousing
recycling logistics (reuse and disposal)	packaging
financial logistics	inventory management
information logistics	logistics service

The infrastructure allows to perform the following logistics tasks:

warehousing of products (warehouse buildings, structures, equipment); movement of products (vehicles and handling equipment (movement in warehouses, shops, trading halls for short distances);

product protection (packaging system, which also provides the formation of transport units, information transfer, etc.);

transformation of information of logistic processes.

The quality and cost of performing the following logistics tasks significantly depends on the technical conditions in which the logistics processes are performed: the number, size and geographical location of the elements of the infrastructure network.

Design and formation of logistics infrastructure as part of the logistics system of the enterprise – an important task of logistics managers. The logistics infrastructure is

considered at the macro and micro levels and, accordingly, distinguish between external and internal infrastructure objects of the logistics processes of the enterprise.

The company may have its own logistics infrastructure, and may use the relevant facilities of other companies and organizations. In today's competitive environment, constant modification of the logistics infrastructure is needed to adapt to changing market requirements. Choosing the best location for the infrastructure network can be the first step for the company to gain a competitive advantage.

Thus, types of phase logistics activities are divided into logistics functions and processes, which in turn consist of logistics operations. The logistics activities of enterprises, which are carried out taking into account the overall corporate strategy of the enterprise, are an effective means of competition. Therefore, in today's business environment, many organizations decide to transfer the implementation of individual logistics processes (or the entire logistics complex) to specialized logistics providers. Thus, the principles of forming an efficient logistics infrastructure should be aimed at applying project approaches, taking into account the current state of infrastructure and existing problems, form the logistics infrastructure on the principle of optimizing the total cost per unit of its capacity.

Literature:

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ПРІОРИТЕТНІ ПРОБЛЕМИ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА

Актуальність розвитку соціального підприємництва сьогодні набуває нового сенсу, є викликом, реакцією на суспільні проблеми в країні. Обмежені можливості держави підштовхують бізнес-діячів до висловлення своєї громадської позиції щодо розв'язання болючих соціальних питань: низький рівень матеріального забезпечення людей, масове безробіття, висока частка вразливих груп населення та ін. Вирішення головних проблем розвитку соціального підприємництва в Україні є важливим чинником підвищення рівня господарського потенціалу країни.

Метою даного дослідження є систематизація та окреслення ключових проблем соціально-підприємницького сектору української економіки для визначення пріоритетних шляхів їх розв'язання.

Розробку і аналіз проблем пов'язаних із створенням та розвитком соціального підприємництва можна знайти у працях таких дослідників: Білик О, Гончарової М., Гусак Н., Корнецького А, Назарука В., Наумова М., Свинчука А., Семикіної М., Туманової А. та ін. Проте, особливості серйозних перешкод функціонування соціального підприємництва в Україні зазнають з часом змін, що потребує подальшого вивчення.