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INNOVATIVE TECHNOLOGIES OF LOGISTICS COMPANIES IN UKRAINE FROM THE POINT OF VIEW OF SUSTAINABLE DEVELOPMENT

In the modern world, for organizations and industries that focus on the international market, logistics has become an integral part of an entrepreneurial strategy. The economy of Ukraine should become competitive. Using logistics tools will create a favorable external and improve the internal business environment of the enterprise.

Logistics is an industry or function in a corporation whose task is the transfer, provision and storage of raw materials and products for sale and production support.

The value of the logistics efficiency index is determined (from 1 to 5 points) based on the assessment of five indicators: the effectiveness of border and customs clearance procedures; quality of trade and transport infrastructure; ease and accessibility of organizing international transportation at competitive prices; competence and quality of logistics services; tracking capabilities; timely delivery [2].

According to research, Germany has the most logistics system. The total value of its index was 4.12 points. The top three were supplemented by the Netherlands (4.05 points) and Belgium (4.04 points).

So in 2014, according to the logistic rating, Ukraine ranks sixty-first, but in 2016 it took the eighties. In 2016 (the study is conducted every two years), Ukraine ranked 80th among 160 countries in the World Bank's Logistics Performance Index for 2016.

Ukraine in the ranking of the World Bank's Logistics Performance Index (LPI) in 2018 rose by 14 positions and ranks 66th out of 160 countries in terms of logistics efficiency. Compared with the previous version of the rating (the study is conducted once every two years), the country in the overall classification has risen by 14 positions. Ukraine is located between Serbia and Egypt, and in the post-Soviet space it became the third after Estonia (3.31 points and 36th place) and Lithuania (3.02 points and 54th place). Leadership in the ranking in Germany with a total LPI Score of 4.2 points. It is followed by Sweden, Belgium, Austria and Japan. The Netherlands are the second five best, followed by Singapore, Denmark, Great Britain and Finland [1].

A range of logistics services can be provided by logistics companies and logistics operators, which are not so many on the domestic market (including foreign and Ukrainian). Logistics companies can provide customers with the following services: declaration (customs services), communication services with foreign suppliers, transportation, storage, preparation of export-import documentation.

Logistic operators are logistics companies that provide a range of services to their customers. An experienced operator can attract other contractors to fulfill their goals. In addition, mainly logistics operators conclude transactions for the long and medium term and try to be the main (sole) contractor for their customer. Also, these operators are ready to delegate their individual specialists to the customer company for the most effective coordination of their joint activities. Logistic operators and logistics companies are trying to quickly respond to customer requirements and constantly improve the quality of service.

Technical support includes electronic computing equipment and means of communication with each other only if automated information processing is carried out in the information system. In this case, the main part of the technical support is a computer (electronic computer). The widespread penetration of logistics in the economy is largely due to the computerization of material management. A computer has become an everyday element of office equipment for employees of various professions.

The business and the market for logistics services were significantly affected by changes in the domestic political situation in Ukraine. The main number of logistics companies that provide specialized services is concentrated in Kiev. The possibility of providing transportation services to some regions of Ukraine has become much more complicated, due to changes in the market conditions, as well as high risks for the life of staff, as well as for storage of transport and goods, deliveries to some cities are inclined.

Logistics in Ukraine is just beginning to be fully applied. Training qualified specialists who are able to design automated logistics systems and apply them to enterprises and supply and marketing organizations is a necessary condition for the successful development of logistics.

The goal of the Sustainable Logistics Strategy is to support Ukraine in: realizing the logistic potential; strengthening multimodality and inter-receipt between different modes of transport; servicing, modernizing and expanding efficient transport and logistics infrastructure and promoting the development of energy-efficient freight transport; professional development and training of personnel involved in the provision of services related to transport and logistics; trade facilitation.

The concept of “persistence” usually encompasses three dimensions, given and illustrated by separate examples below. This list also means that steel processes are focused on efficiency in all of these dimensions. It is important to realize that sustainability as a general concept cannot be reduced only to environmental issues or environmental sustainability.

Economic sustainability, including efforts to achieve and support fiscal sustainability of the public sector and the economic viability (here) of logistics operations in the public or private sector.

Social sustainability, including improving road safety and other types of safety, labor protection problems and fair remuneration for work, avoiding traffic jams and delays.

Environmental sustainability, including approaches to minimizing the effects of emissions and other external influences associated with the transport and logistics operations carried out by people, as well as the artificial and natural environment.

Sustainable economic development is also crucial for the public, given investment in the transport sector and infrastructure support needs. The ability to support profitable operations both domestically and in international logistics is central to the private sector. For shippers, this means access to affordable, safe, and reputed logistics services. For logistics service providers, this means the ability to provide and develop their services, which over time will become profitable [3].

Improving logistics services requires powerful institutions, effective public sector coordination and government support at the highest level. The transport of goods often requires the efficient functioning of many links in the supplier chain. For example, the effect of a world-class port information system could be undermined if land transport has serious flaws. Thus, efficient logistics involves coordination between many entities (including foreign markets and governments) that provide a wide range of services and are subject to many legal / regulatory frameworks and regulatory bodies. At the same time, effective regulation is essential to ensure proper competition, administering the physical space of ports and airports, security, obtaining customs revenues and ensuring the security of the supply chain.

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РОЗВИТОК ТУРИСТИЧНОЇ ДІЯЛЬНОСТІ В УКРАЇНІ

Сучасні умови розвитку національної економіки визначається реалізацією економічної політики у тому числі щодо забезпечення розвитку рекреаційно-туристичної діяльності країни. Туризм стимулює розвиток усіх сфер національного господарства, таких як будівництво, транспорт, торгівля, сільське господарство, зв'язок, виробництво товарів народного споживання тощо.