

СЕКЦІЯ 5

ПІДПРИЄМНИЦТВО ТА ЛОГІСТИКА: СТРАТЕГІЇ ТА ТЕХНОЛОГІЇ

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TRENDS IN FORMATION OF INFORMATION LOGISTICS SYSTEM IN A TRADE ENTERPRISE

In modern conditions, information support for the logistics management of a trading enterprise is gaining special importance, and information is becoming an important logistical production factor. Information flow management at the enterprise can lead to significant savings of other types of resources due to:

- significant reduction in warehousing (better inventory management, coordination of actions of suppliers and consumers, introduction of the “just in time” system);
- acceleration of transportation (coordination of all links of the transport chain, solution of the transport problem or the problem of the traveling salesman), etc.

At the same time, the lack of timely, high-quality information causes an accumulation of materials, since the uncertainty of the consumer and supplier causes a desire to play it safe, which leads to the irrational use of the enterprise's resources.

The issue of forming an enterprise's logistics system was raised in their works by leading foreign and domestic scientists, such as: M. Vakhovska, K. Nordstrom and J. Ridderstrale, P. Drucker, A. Semenko, V. Sergeev, K. Hesing, M. Arnold. However, for the most part, the authors consider information logistics as a component of the general logistics system of the enterprise, therefore the chosen topic of the master's qualification work on the formation of an enterprise's information logistics system is extremely relevant.

Logistics services are aimed at maximum satisfaction of consumer needs in the process of managing material, financial and information flows, directly related to the processes of distribution and sales of products. The supply chain consists of several activities and organizations through which materials pass during their movement from primary suppliers to end consumers.

Each product has its own unique supply chain, some of which can be very long and very complex. Since the physical flow of materials is accompanied by a flow of information, it connects all parts of the supply chain, transmitting data about products, customer requests, materials to be moved, time, inventory levels, product availability, problems that arise, costs, service levels, etc. Coordinating the flow of information is a complex and labor-intensive process, and the competitiveness of the supply chain depends on the exchange of information that adds value to the activities of the trading organization. If in traditional supply chains the process of material flow promotion begins from the

supplier of raw materials to the consumer, then new technological platforms assume the predominant processing of information coming from customers to meet individualized customer requirements. Enterprise or chain management is considered as a single, holistic process that requires a systemic approach. The formation of a new methodology of views on the construction of a logistics chain from the standpoint of cybernetics and security, most fruitfully uses the potential of information resources.

Modern views on doing business, the development of logistics information technologies, new schemes of interaction between enterprises in an integrated supply chain, approaches to logistics information as a strategic resource of a trading enterprise contribute to the maximum emphasis on information logistics. Globalization processes have led to comprehensive cooperation, which is based on full-scale cooperation between enterprises in the areas of sales, service, and supply chains, which would be impossible without the integration of all these processes based on logistics information technologies.

Along with this, it should be noted that if during the period of general attention to IT solutions, the efforts of enterprises were focused mainly on improving the internal operational activities of enterprise resource planning based on ERP and CRM class systems, then at present the attention of managers is focused on coordinating the functioning of dozens of multi-profile enterprises that are part of various business corporations and concerns. Therefore, there is a need to revise views on the concept of information logistics and its role in modern economic processes.

Solving the problems of effective operation of a trading enterprise depends on many factors that arise both inside the enterprise and outside it. The most effective approach to managing such an enterprise is the management of information logistics flows, which is able to optimize various processes that arise between the main and auxiliary structural divisions of the enterprise, because any movement of material, labor, financial resources is accompanied by the transfer of information. The growth of the role of information flows in modern logistics is due to the following main reasons:

- for the consumer, information about the status of the order, the availability of goods, delivery times, shipping documents, etc. is a necessary element of the consumer logistics service;
- from the standpoint of inventory management in the logistics chain, the availability of complete and timely information allows you to reduce the need for inventory and labor resources by reducing the uncertainty of the level of demand;
- information increases the flexibility of the logistics system in terms of how, where and when resources can be used to achieve competitive advantages.

Digitized information flows are increasingly used in supply chain monitoring systems to control the movement of cargo (electronic mapping). In particular, some companies use technologies open to customers to track the movement of cargo according to the numbers of freight documents via the Internet.

At the micro level (of a commercial enterprise), internal information flows are formed, related to the operational management of the work of its own services, and external information flows that accompany commercial activities in the transport and logistics services market. Thus, one of the forms of rationalization of information flows is

technical, which is carried out in the form of an internal electronic document management system (EDI) based on standard network office software products or using powerful specialized systems for managing document flows and business operations such as StaffWare (Lotus Notes, Excolibur, GroupWise, Sibelius).

At the same time, it is worth noting that not only the management of information logistics flows at the appropriate level, but also the assessment of the effectiveness of its functioning is labor-intensive. This is evidenced by the following fact: in the EU and the USA, logistics costs account for 8–10% of the total, while in Ukraine – 35% [1]. Based on the studied scientific sources, it can be argued that scientists have formed two main approaches to defining the essence of information logistics, which makes it possible to study the change in the concepts of this scientific and practical direction in an evolutionary way.

According to the first scientific and practical approach, information logistics is considered as the management and control of information processing processes optimally in terms of time, storage, distribution and presentation in such a way that it provides an opportunity to contribute to the achievement of enterprise results in accordance with the budget of expenses. At the same time, the concept of information logistics is interpreted as a direction of economic activity, which consists in managing information flows in the sphere of social production.

According to the second approach, information logistics is considered as a concept of using information technologies to optimize logistics itself. Supporters of this approach consider information logistics as an interdisciplinary scientific direction, directly related to the search for new opportunities to increase the efficiency of information flows. Thus, information logistics is a scientific direction, the main function of which is the organization and maintenance of logistics information systems designed to store, process, optimize and issue information resources converted into an information product, using rational management methods, in the interests of ensuring the competitive advantages of the enterprise in the market in the long term.

Thus, information logistics organizes the data flow that accompanies the material flow and is the essential link for the enterprise that connects supply, production and sales. Based on the above, the main task of information logistics is to create optimal logistics information systems and their practical implementation, taking into account the peculiarities of supply, production and distribution of separately defined enterprises using modeling methods. With the help of information logistics, it is possible to ensure the performance of such functions as:

- collection of necessary information;
- analysis of information;
- movement of information;
- accumulation and storage of information;
- verification of the information flow, selection of data and documents necessary for a particular level of management;
- unification and systematization of information flows;
- performance of elementary information transformations;

- operational management of the information flow;
- quality control of the information flow.

The introduction and use of information logistics technologies in the trade business will make it possible to:

- create a unified system of accounting and control over the formation and movement of products;
- accelerate the time parameters of the movement of material, financial and information flows;
- automate the processes of accounting and control of material, financial and information flows;
- reduce time and improve customer service;
- reduce the number of service personnel;
- reduce the volume of documentation circulating in the enterprise;
- reduce the number of errors in accounting and reporting documentation.

All of the above makes it possible to form the object and subject of information logistics. Thus, the object of study of information logistics is: information flow and information processes associated with its processing in the process of production and commercial activities of the enterprise. The subject of study of information logistics is the optimization of information flow processes.

In turn, the logistics information flow includes data on the receipt of material flow at the enterprise, its transfer, processing of information that accompanies the movement of material flow in the process of its processing, transformation into finished products and sale of finished products. To build an information logistics system, it is important to remember that information flows can be managed [2]. Information flows can be managed in the following ways: changing the direction of information movement; limiting the speed of information transmission to the corresponding speed of its reception; limiting the volume of information to the capacity of a separate node or section of the path.

The purpose of information support in logistics is to obtain the ability to manage, control and comprehensively plan the movement of material flow. For its implementation, a necessary condition is the formation of an appropriate information logistics system. In order to form an effective information logistics system at the enterprise, it is necessary to clearly understand what the information flow is, what information flows are formed at the enterprise, whether there is duplication of information flows and information cycling.

List of used sources:

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ВПЛИВ ЛОГІСТИКИ НА ЕФЕКТИВНІСТЬ МАРКЕТИНГОВИХ КАМПАНІЙ

У сучасних умовах глобальної конкуренції, стрімкого розвитку технологій та зростаючих очікувань споживачів логістика відіграє ключову роль у формуванні конкурентоспроможності компанії. Її функції давно вийшли за межі традиційного транспортування та зберігання товарів. Сьогодні логістика є стратегічною частиною бізнесу, яка безпосередньо впливає на маркетингову діяльність, задоволення потреб покупців та формування позитивного сприйняття бренду.

Маркетингові кампанії спрямовані на привернення уваги споживача, стимулювання попиту та формування лояльності. Вони використовують різноманітні інструменти – від соціальних мереж до класичної реклами, але їх ефективність значною мірою залежить від здатності компанії виконати обіцяне. Саме логістика забезпечує реалізацію того, що було задекларовано маркетинговими матеріалами: терміни доставки, наявність товару, якість обслуговування, післяпродажний супровід.

Таким чином, логістика є не лише операційною, а й маркетинговою функцією. Без належного логістичного забезпечення навіть найуспішніша рекламна кампанія може втратити сенс. Метою даної статті є аналіз впливу логістичних процесів на результативність маркетингових кампаній, а також визначення стратегій інтеграції маркетингу й логістики для підвищення загальної ефективності бізнесу.

У сучасному ринковому середовищі логістика дедалі частіше розглядається як важливий інструмент формування конкурентних переваг. Якість логістичного обслуговування впливає на такі маркетингові показники, як рівень повторних покупок, задоволеність клієнтів, індекс лояльності та сприйняття бренду.

Швидкість доставки стала важливим чинником вибору між брендами. Дослідження Convey показує, що понад 70% клієнтів готові обрати інший бренд, якщо отримають гарантію швидшої чи точнішої доставки. Відповідно, логістика перетворюється на частину маркетингової пропозиції. Компанії активно використовують логістичні переваги у рекламних матеріалах: «доставка за 24 години», «безкоштовна доставка від певної суми», «точний час прибуття кур'єра» тощо.

У деяких галузях логістика стала ключовим елементом маркетингового позиціонування. Наприклад, Amazon просуває себе як «компанію з найшвидшою доставкою у світі», що фактично робить її логістичну систему центральною частиною бренду. Те ж саме можна спостерігати у модній індустрії, де швидка доставка та можливість зручного повернення товарів стали стандартом, який диктують лідери ринку.