

CLASSIFICATION OF FLOWS IN THE CONTEXT OF INTELLECTUALIZATION ECONOMIC SYSTEMS` LOGISTICS MANAGEMENT

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Modern economics, as a rule, considers logistics as the science of flow management in large economic systems, which operate in conditions of constant transformations and uncertainties due to both internal and external factors (political conflicts, crises, market transformations, changes in business needs, etc.) [1, 2]. Based on the above, it can be argued that the flow in the context of logistics management of economic systems can be considered as a set of objects that form a single whole phenomenon that exists as a process over a period of time and can be measured in absolute units over a period of time [3].

Intellectualization of economic systems` logistics management requires from managers of different levels to focus on a number of flows, which are usually classified into material, informational, financial, service and intellectual (the latter is a response to active digital transformations in all areas of business and not always related to logistics flows through complexity of numerical expression). It should be noted that the classification of flows is a very individual issue, which is solved based on the specifics of a particular company, so the classification features are quite diverse: in relation to the system under consideration; by the degree of continuity; by the degree of regularity; by the degree of stability; by the degree of variability; by the nature of the movement of the flow elements; by the degree of periodicity; according to the degree of compliance of the flow parameters with a predetermined rhythm; by degree of complexity; by the degree of ordering of the flow elements; according to the degree of flow control, etc. [4].

Intellectualization of economic systems` logistics management in the conditions of neo-industrial transformations takes place with the use of a number of modern models and methods of preliminary study of the company's profile in order to further develop of specific strategy. These models and methods provide ability for the gradual formation of enterprise development strategy based on its current market position.

The model of the type "market growth - market share" (more commonly known as the BCG model) involves determining the position of the company and its position in relation to all other companies that already operate in a particular market [5]. In the context of the study of the classification of flows, this model can be useful in analyzing the material and financial flows of competitors based on the study of open and insider information, which can be the basis for further material support for the intellectualization of logistics management of a particular enterprise.

When using the model of the type "market (sector) attractiveness - competitiveness of the company" involves determining the position of the company by

it positioning (from 0 to 100) based on assessing its strengths in the market in conjunction with the relative assessment of market prospects [6]. In the case of the above classification of flows that accompany the logistics management of economic systems, this model can be used to identify strengths of information, service and intelligence flows, which cannot always be measured quantitatively, but can be evaluated on the basis of expert approach and makes it possible to compare the obtained scores of a particular company with similar estimates of competing companies in order to develop effective solutions in the field of management of these types of flows.

In the case of using the model such as "stage of market evolution (product life cycle) - the company's competitive advantage" appears the determination of the company's position as a result of assessing its position relative to competitors depending on the stage of market development (or product life cycle stage) or as noted by several authors, there is a strategic planning of the company [7]. This model, in our opinion, is extremely effective in assessing the flow in the context of intellectualization of logistics management of the company, because it allows to explore the current state of the production process, its efficiency and resource security, which together form the final products of certain consumer quality.

Thus, the process of intellectualization economic systems` logistics management, which is accompanied by scientific and technological progress, development of creative thinking and dissemination of information technology contributes to the emergence of new models of logistics flow management, which, accordingly, require new approaches to their classification. As part of the life cycle of the sale of goods (services), it can go through several own life cycles that are directly involved in its production. For example, from the moment of their appearance to the present day, air transportation has undergone a transition from exclusivity and exclusive use in certain sectors of the economy to modernization, renewal of aircraft fleet park and their mass use.

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