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INNOVATIVE ACTIVITY OF THE ENTERPRISE IN LOGISTICS ON DOMESTIC AND FOREIGN MARKETS

The introduction of new ideas, technologies, processes and approaches in order to improve logistics operations and achieve competitive advantages has always been relevant for enterprises that want to develop and increase their profits. That is why they increase the innovative activity of their enterprise. An important component of innovative activity is the enterprise's ability to constantly update its logistics processes and adapt to changes in the internal and external environment [1].

Here are some examples of innovative activity that can be used in enterprise logistics:

First, most enterprises focus their attention on increasing the automation of their systems in order to reduce the processing time of goods, improve the accuracy and speed of operations, and reduce the dependence on the human factor. Such automation may include the development and use of robotics, the introduction of high-speed and unmanned transport, the use of drones in logistics operations, or the Internet of Things and Big Data [1].

Secondly, innovations at the enterprise can be manifested in the field of improving electronic and automated systems of tracking, monitoring, supply chain management and document flow. For example, radio frequency identification or unmanned aerial vehicles (drones) can be used to track cargo, for document management and analysis of a large amount of data and their exchange, enterprises can use blockchain technologies, electronic signatures, digital archives, electronic data exchange systems, which simplifies logistics processes and helps improve work efficiency [2].

The third example of innovative activity is the company's focus on the ecological development of its activities. That is, the enterprise in its activities is aware of the importance of overcoming environmental problems, which leads to the emergence of innovative approaches to logistics, such as the use of electric or hybrid vehicles, optimization of routes to reduce carbon emissions, the use of energy-efficient and ecological packaging, such as biodegradable plastic bags or recycled ones materials that help reduce the negative impact on the environment. Also, some enterprises are developing recycling programs for the processing of packaging materials, which helps to reduce waste and contributes to the creation of a more sustainable logistics process [2].

So, after analyzing the types of innovative activity, we were able to identify the main areas of development of enterprises in this area and divided them into three groups:

automation of logistics systems, improvement of electronic systems management and development of "green" logistics solutions.

References:

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TYPES OF ORGANIZATIONAL TRANSFORMATIONS DURING AN ENTERPRISE DEVELOPMENT

Today, Ukrainian businesses meet many challenges, such as the constant volatility of the economic environment, the COVID-19 pandemic, and now the War. In such conditions, companies must constantly look for ways for further functioning and development. The functioning of the enterprise, as well as its development, is possible due to the introduction of organizational transformations that will allow to adapt to new conditions and bring the enterprise to a new, higher level of efficiency.

Various foreign and Ukrainian scientists dealt with the issue of organizational transformations at an enterprise: S. Robins and D. DeCenzo, O. Skibitskyi, I. Petrova, R. Hall, J. Boyett, L. Winaryk, A. Van de Ven, U. Barnet etc.

The purpose of scientific research is to investigate the types of organizational transformations and their consequences in the context of enterprise functioning and development.

Organizational transformations in the research will mean large-scale, targeted systemic changes in the organization for quick and effective adaptation to the variability of both external and internal operating conditions, in an effort to strengthen or support competitiveness [1].

The basis of organizational transformations is the concept of changes and transformations, but in a large-scale understanding of these processes. Therefore, it is advisable to consider the types of changes and transformations that will allow organizational transformations to be carried out at an enterprise.

The same opinion is held by Ye. Ivchenko in [2]. He defines the set of organizational transformations as a transformational process that is “a complex object