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**ЗБІРНИК**

**II Міжнародної науково-практичної Інтернет-конференції**  
**«СТАЛИЙ РОЗВИТОК: ВИКЛИКИ ТА ЗАГРОЗИ В**  
**УМОВАХ СУЧАСНИХ РЕАЛІЙ»**



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**ПОЛТАВА**

discussion and adoption of the strategic documents, in their defined new scope and content [6]. The number of strategic documents has been reduced and a new type of norms has been regulated [4], which unite the strategic planning of regional and spatial development at all levels of government, ie. replace the need for the separate documents developed so far for the two directions - National Concept for Regional and Spatial Development, integrated territorial strategies for development of a statistical region of level 2 and plans for integrated development of municipalities. The platform for regional development management has been expanded by changing the structure of the regional development councils, which include, in addition to management and expert staff, a certain number of representatives from the administrative-territorial units that make up the respective region. The changes aim to achieve clear links and purposeful interactions between the strategic documents for a more adequate solution of specific problems in the respective territories. By combining regional and spatial development in common documents at the relevant management levels, an improved and simplified process of development, monitoring, control and evaluation, reduced administrative burden and volume of information collected and processed for the purposes of complex development would be achieved. Clarification will be provided on the loading of the territories with functions and objects at present, the needs for future expansion or limitation of the activities, in order to achieve a more even loading of the territory and more full use and protection of the potential for complex integrated territorial development.

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## **ORGANIZATION OF LOGISTICS ACTIVITIES AT THE ENTERPRISE**

Logistics management is a multifaceted process that's vital to the supply chain. It involves planning, implementing, and controlling the flow of goods, services, and relevant information from their point of origin right through to the final destination. Also critical in this complex network are production management and customer service management.

All these elements interact constantly under an effective logistics management strategy with one key goal: delivering the right product to the right place at an optimum cost while exceeding customer expectations at every turn. Today more than ever before, businesses leverage strategic logistics operations in their quest for operational efficiency enhancement.

Logistics management is vital for efficient and effective supply chain operations. By optimizing transportation, warehousing, inventory control, and other logistics processes, it enables businesses to minimize costs, maximize customer satisfaction, and gain a competitive edge in the market. There are four key effective logistics management types that help accomplish that.

1. Inbound logistics. In the realm of logistics management, inbound logistics plays a pivotal role. This process centers on the efficient flow of goods and materials from suppliers to production facilities or warehouses. Activities such as transportation management, inventory control, and supplier relationship management fall under this category. With successful implementation, inbound logistics can enhance operational efficiency and customer satisfaction while driving cost savings. In essence, it's an integral part of optimizing overall supply chain performance.

2. Outbound logistics. Outbound logistics is a pivotal aspect of logistics management, focusing on transporting finished goods from a company's production facilities to the consumers. This process entails order picking, consolidation, dispatching items, and delivering products to end customers. Effective control over outbound logistics can lead to enhanced customer service and notable cost savings. Activities within this realm may encompass packaging and labeling, inventory management, transportation planning, and fostering robust customer relationships.

3. Reverse logistics. Reverse logistics is a vital aspect of supply chain management that focuses on the efficient movement of goods from customers back to sellers or manufacturers. It

involves processes such as managing returns, refurbishing or remanufacturing products, and dealing with unsold or end-of-life items. By implementing effective reverse logistics strategies, businesses can reduce waste, recover value from returned products, and improve overall supply chain efficiency. This not only benefits the company but also contributes to customer satisfaction by ensuring seamless returns processes and proper handling of returned goods.

4. Third-party logistics (3PL). Third-party logistics (3PL) is a vital component of effective logistics management. These service providers focus on managing the day-to-day operations of supply chain logistics. They handle crucial functions like transportation, warehousing, and distribution on behalf of their clients. Fourth-party logistics (4PL) is an advanced level of logistics management where a company outsources the entire supply chain management function to a strategic partner. The 4PL provider acts as an integrator, overseeing multiple 3PLs and other service providers to achieve streamlined operations, improved efficiency, and cost savings for their clients. In addition to 3PL and 4PL, there is also a growing emphasis on green logistics services that prioritize sustainability and environmental responsibility in every aspect of the logistics process. Green logistics involve incorporating environmentally friendly practices and technologies to minimize the carbon footprint, reduce waste, and conserve natural resources.

The logistics management cycle encompasses various crucial elements, including customer satisfaction and service, product handling, quantification attributes, inventory, and product turnover, information systems and technology, shipping timelines, and transit costs, as well as warehousing and stock.

Logistics management involves a lot of planning and the more steps, the better. By considering every stage of the product, its distribution and the return of materials and supplies, you're more likely to increase efficiencies and increase revenues.

The larger the operation, the more complex and difficult the logistics management. Therefore, the more you need a strong logistics management plan. To be prepared and have the best plan possible, follow the below tips:

a) Have a strong plan: Like any management, it succeeds or fails on the plan's strength. The more thorough your plan, the less you'll have to think on your feet. There will always be issues and only so many potential risks you can anticipate, but planning early and in detail can help mitigate delays and other obstructions to the clear flow of materials and supply;

b) Make a plan B: No matter how good your initial plan is, there can always be something that comes along that it cannot manage. That's why you need a contingency plan for every element of your logistics plans to respond to unforeseen problems that might arise. But it's important to also know when to give up the original plan and move on to the secondary one.

c) Hire a manager: It's critical that this process has an experienced leader who can work with a variety of different parties, all of whom are involved in the logistics of the materials and supplies. That means interpersonal skills are a must. They should also have strong industry contacts to deal with any last-minute logistics changes in suppliers, etc.

d) Automate: It goes without saying that automation is a built-in way to make workflow more efficient. They are so many processes that can be helped through task automation, from tracking to monitoring delivery to fleet and inventory management software.

e) Learn from mistakes: This goes for almost everything. You'll take missteps on your journey of managing logistics. That's a given. What's not assured is that you'll learn from those mistakes, so they don't happen again. Take time to look back on what you've done, where it worked and where it didn't, and get feedback from your team.

The purpose of logistics management is about finding more efficient and effective ways to move resources and products from conception to completion and, finally, to the customer. But the driving force of these actions is to meet customer demand and provide the best service possible to retain customers and maintain their satisfaction by meeting their product requirements.

As customers demand better service, there's a need to ship faster, more accurately and with a high level of quality. It's through logistics management that customer satisfaction is achieved. But that's not the only benefit. It also helps to create visibility in the business' supply chain. By

analyzing historical data and tracking the real-time movement of goods, logistics managers can better the flow of materials and avoid potential disruptions.

Therefore, logistics management helps drive up revenue. It improves customer service and adds to the company's good reputation and brand, which in turn creates new and more business. With more visibility into the supply chain, there's the opportunity to save costs in operations, by controlling inbound funds, keeping inventory at the right level and organizing the reverse flow of goods.

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### **THEORETICAL BASIS OF THE SOCIAL RESPONSIBILITY IMPLEMENTATION AS A FACTOR OF THE ENTERPRISE'S SUSTAINABLE DEVELOPMENT**

Today, most Ukrainian companies do not understand what social responsibility is, and therefore do not direct their activities in this direction, but recently, in connection with the implementation of the sustainable development concept by European countries, the attention of enterprises to this issue is growing rapidly. This topic is quite relevant now, because Ukraine is entering European markets, competition is intensifying, so the question arises of developing directions for the social responsibility implementation to ensure the sustainable development of Ukrainian enterprises, because it is not just about spontaneous charity, but about systemic activity embedded in all businesses - processes [1].

Social responsibility is a philosophical concept that defines the company's position in relation to its country, society, employees, and the environment. A modern company understands its responsibility and strives to become a company with a "human face". The company, like individual members of society, must act in a socially responsible manner and contribute to strengthening the moral foundations of society. The implementation of socially responsible strategies should focus not only on reducing and preventing the negative consequences of activities, but also on achieving economic, environmental and social effects (the so-called triple impact strategy), which can be considered as the basis for increasing the competitiveness of individual companies and the national economy in general.

The main principles of social responsibility are:

establishment of close and long-term relations with consumers, workers, suppliers and other business partners;

gaining a reputation as a reliable organization that is responsible for social and environmental issues;

customer orientation, leadership in quality, service and reliability;

speeding up the development of high-quality goods and services and shortening the terms of their promotion to the world market;

innovation, continuous improvement;

formation of a bank of qualified and motivated labor force for high productivity.

The essence of corporate social responsibility in the internal environment consists primarily in ethical relations with the company's personnel based on the observance of labor and socio-economic rights of employees and taking into account their interests, in the formation of socially acceptable prices and ensuring high quality of products and services, in compliance with laws and conscientious payment of taxes, in minimizing the ecological burden on nature, and not only in