

## Implementation of innovations in information logistics of the enterprise to improve its competitiveness on the market

**Vynohradov Vladyslav Volodymyrovych,**

student, Simon Kuznets Kharkiv National University of Economics (Kharkiv, Ukraine),  
e-mail: list.corn@gmail.com

Material flow management is based on the processing of information that circulates in logistics systems. Modern information logistics is becoming more dependent on innovations that affect the efficiency of logistics chains and is the subject of research by domestic and foreign scientists.

In the works of E. Petruni and T. A. Pasechnik [1], special attention is paid to assess the impact of the latest technologies from the perspective of their characteristics on the process of information flows within the logistics system. The significant role of the influence of the Internet, precise innovative smart technologies, as well as innovations in the field of information technology is proved in the works of Minakov V. F., Minakova T. E. [2]. Also, the works of these authors in general substantiate how innovation affects efficiency in terms of cost optimization.

The purpose of the work is to study the impact of innovations in the field of information flows within the logistics system of the enterprise on the state of the overall efficiency of this system, as well as opportunities to improve the competitiveness of the whole enterprise.

The presence of a developed information structure of production allows to serve production processes in two directions – horizontal and vertical integration of the logistics system. Horizontal integration allows linking information and providing it to the material flow in the chain of goods and raw materials receipt, pre-processing, checking and sales. Vertical integration of the logistics information system provides communi-

cation and interaction between different levels of the production management structure at the stage of strategic planning of production and sales development and operational management at the level of individual production sections.

The introduction of innovations into the enterprise's logistics system will allow it to fully achieve its goals, including: planning of logistics needs, analysis of decisions made on the organization of material flows, implementation of control on the management of logistics processes, integration of participants in the logistics chain. Modern logistics systems of the enterprise will also contribute to provide the necessary information about the state of the sales market and sales volumes, reducing administrative and economic costs.

Thus, the question arises about the improvement of this system for the continuous optimization of information flows within the logistics processes of the enterprise, as well as the gradual introduction of innovations. Since information flows are literally the arteries of a company's logistics system, improvements in information logistics will inevitably lead to improvements in the overall system. The efficiency of implementing innovations within logistics information systems can be calculated based on savings from [3]:

1. Reducing the time of the process due to the anticipatory information flow, which allows to optimize the subsequent transport, storage, loading and unloading warehouse operations and production processes;
2. Reduction of commodity and production inventories as a result of reduction of risks associated with their creation. Timely received information enables prompt measures to partially replace inventories in the warehouses of industrial enterprises and in circulation;
3. Rational use of resources due to timely received information on the rational use of transport vehicles, loading-unloading mechanisms, and production personnel, which promotes cost-savings in production;

4. Improving the quality of the logistics process in the links of the logistics chain. This helps to ensure consistency in the timing of the production process and timely response to possible disruptions in the production process;
5. Paper costs reduction due to the end-to-end flow of information from one system to another. As a result, there is no need for its repeated registration, which eliminates possible errors;
6. Reducing errors in cases where the electronic exchange between information systems of the partners is limited to only one place of data input. At the same time the costs for data actualization both for carrying out calculations and for creation of new documents with the use of retrospective data are reduced.

Introduction of innovations into the system of information logistics contributes to the unification of information and material flows and is a connecting link in the supply system of production and sales, which has a direct impact on reducing the costs of the enterprise and increase profits. As information completeness and processing speed increase, the quality of current and future planning increases, while production is equipped with powerful computing machines that are networked together. In information logistics it is necessary to use the latest communication, computing machines more often. The achieved level of development of computer technology and information technology makes it possible to obtain any information about the production of goods and their movement in circulation, which noticeably increases overall competitiveness not only in the current time, but also for many years in the future [4].

With the help of information logistics and the improvement of planning and management methods on its basis, many companies are replacing physical inventories with reliable information. The main task in this case is to unite all departments by means of created communication and information infrastructure, which will allow to establish effective communication between the participants of the management process and to cover all suppliers and customers served by the company in question. In

the future, the information infrastructure, created on the basis of appropriate software, will be one of the important directions of increasing productivity and reducing costs in the sphere of production and circulation.

As a result of the study of the importance of introducing innovations into the information logistics system of the enterprise, some clear points were deduced that will help to stimulate the development of the competitiveness of the enterprise. The tasks that can be affected by the introduction of various kinds of improvements in the information flow were presented. It was also clearly shown that the effectiveness of the introduction of innovations in logistics information systems can be considered as a cumulative effect, which includes the reduction of process passage time, reducing inventory, rational use of resources, improving the quality of the logistics process as a whole, reducing paper consumption and reducing errors in the introduction of electronic data exchange. The main goal of information logistics was deduced, namely the availability of the necessary information to manage the material flow in the right place and at the right time, while ensuring minimum costs.

### Література

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