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ЛОГІСТИЧНЕ УПРАВЛІННЯ ПІДПРИЄМСТВОМ В УМОВАХ РИНКОВОЇ ЕКОНОМІКИ

Товма Л.Ф., к.т.н., доцент (НА НГУ), капітан

Розкрито основні наукові підходи до визначення сутності логістичного управління підприємством, обґрунтовано мету і принципи логістичного управління. Проаналізовано основні причини, що зумовлюють труднощі імплементації основних положень логістики на вітчизняних підприємствах. Зазначено, що логістичне управління здійснюється на основі загальних принципів управління з урахуванням специфіки логістичної діяльності підприємства. Розкрито, що ефективна діяльність підприємства неможлива без впровадження інформаційної системи управління.

Ключові слова: логістичне управління, логістичний підхід, логістична система, матеріальні потоки, інформаційна логістична система.

ЛОГИСТИЧЕСКОЕ УПРАВЛЕНИЯ ПРЕДПРИЯТИЕМ В УСЛОВИЯХ РЫНОЧНОЙ ЭКОНОМИКИ

Товма Л.Ф., к.т.н., доцент (НА НГУ), капитан

Раскрыты основные научные подходы к определению сущности логистического управления предприятием, обоснованно цели и принципы логистического управления. Проанализированы основные причины, обуславливающие трудности имплементации основных положений логистики на отечественных предприятиях. Отмечено, что логистическое управление осуществляется на основе общих принципов управления с учетом специфики логистической деятельности предприятия. Раскрыто, что эффективная деятельность предприятия невозможна без внедрения информационной системы управления.

Ключевые слова: логистическое управление, логистический подход, логистическая система, материальные потоки, информационная логистическая система.

LOGISTIC MANAGEMENT OF THE ENTERPRISE IN THE CONDITIONS OF THE MARKET ECONOMY

Tovma L.F., Candidate of Technical Sciences, Associate Professor (National Guard of Ukraine), Captain

The main preconditions for the entry of Ukraine's economy into the sphere of logistics are its specificity, which is conditioned by the temporary factors associated with the transitional character of the Ukrainian economic system, as well as with longer and more permanent factors, in particular, such as the size and geographic location of the country; types, volumes, quality and availability of natural resources; availability of intellectual potential and skilled labor resources; size, specialization and distribution of production complexes and centers on the territory of the country; level of integration into the world economic space.

Mekhanizmi Funktsionuvannia Rinkovoi Ekonomiki

Puja Mehta

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