

4. Strengthen team collaboration: Enterprises should strengthen cross-departmental collaboration, break down information silos, and improve team collaboration efficiency.

5. Establish a sound risk assessment and response mechanism: Enterprises should establish a sound risk assessment and response mechanism to ensure the steady advancement of innovation activities.

To sum up, the management of innovation activities within an enterprise is a complex and important task. Only through clear objectives, optimize processes, cultivate talents, strengthen collaboration and establish a sound risk assessment and response mechanism, can enterprises achieve efficient innovation.

References:

1. Hrabchuk, I., Bugaichuk, V., & Alyab'eva, V. (2022). STRATEGY OF INNOVATIVE DEVELOPMENT OF THE ENTERPRISE. *Economy and society*, (44). <https://doi.org/10.32782/2524-0072/2022-44-84>.

2. Migus, I., & Koval, Ya. (2021). INNOVATIVE DEVELOPMENT OF ENTERPRISES IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY. *Scientific notes of the University "KROK"*, (2 (62), 159–165. <https://doi.org/10.31732/2663-2209-2021-62-159-165>

LOGISTICS APPROACH IN MODERN MANAGEMENT AS AN INTEGRAL PART OF THE STRATEGIC SUCCESS OF AN ENTERPRISE

T. OBYDIENNOVA, PhD of Economics, Associate Professor,
Ukrainian Engineering Pedagogics Academy, Kharkiv, Ukraine.

The experience of developed countries in improving the efficiency of material production confirms the importance of introducing the concept of logistics into the economic activities of an enterprise as one of the key tools for strengthening its market position. In the modern sense, logistics covers both the production process itself and the planning and management of all enterprise activities in the chain "supplier - producer - consumer."

Modern business is characterized not only by great opportunities but also by serious challenges. In a world where technology is rapidly evolving and global markets are becoming increasingly interconnected, the key to success is the effective management and optimization of all business process chains. And it is in this context that the logistics approach becomes a necessary component of the strategic management of an enterprise.

Logistics, in turn, has ceased to be limited to the function of supplying and transporting goods and has become a complex management tool aimed at ensuring smooth, efficient and competitive business processes. This approach recognizes the need to integrate all supply chains into a single system that allows not only rational use of resources but also maximizes value for the end user.

The principles of the logistics approach are the basis for its success. From inventory optimization and effective information management to a focus on customer satisfaction, these principles form a strategy that allows companies to effectively adapt to a dynamic environment and high customer demands.

The interconnection of the logistics approach with operational management is also important. This interaction determines the efficiency of production processes, product quality, and the overall success of the enterprise. In this context, logistics is not just a service that delivers goods, but a strategic partner that identifies and implements optimal solutions to maintain a high level of competitiveness and meet market needs.

The logistics approach is not just a concept in today's business environment, but a complex management philosophy that has transformed the way we produce and deliver goods and services. In a world where speed, accuracy, and efficiency are essential, the logistics approach is becoming a key factor in the success of businesses in all industries. It helps to optimize the management of material, financial and information flows from the initial production to the completion of a product or service on the market.

The logistics approach is not only a set of practical methods but also a conceptual framework that involves the integration of various aspects of production and business processes. It is based on the principles of efficiency, readiness for change, customer focus, and the use of advanced information technologies.

Thus, the logistics approach in modern management is recognized as an integral part of the strategic success of an enterprise. It is distinguished by its versatility and profound impact on all stages of the product life cycle, from the initial production phase to the final delivery to the consumer. The essence of the logistics approach is the systematic planning and organization of all elements of the supply chain to achieve efficiency and competitiveness. Interaction with operational management helps to implement strategies aimed at optimizing production and supply, and to take into account the human factor in the management process. This approach becomes the basis for the successful functioning and development of organizations in the modern business environment.

УДОСКОНАЛЕННЯ СТРАТЕГІЇ РОЗВИТКУ ТЕРИТОРІАЛЬНИХ ГРОМАД НА ОСНОВІ ПРОЦЕСНОГО ПІДХОДУ

О. О. РУДАЧЕНКО, д-р екон.наук, проф.

В. ГЕРАСИМЕНКО, студент 2 курсу

*Харківський національний університет міського господарства
імені О. М. Бекетова*

В рамках політики децентралізації, що, наразі, активно проводиться в Україні територіальні громади (ТГ) отримали економічну самостійність, отже, повною мірою стало нести відповідальність за результати своєї підприємницької діяльності. Інакший характер набувають функції планування ТГ. Територіальні громади тепер у праві самостійно формувати цілі та завдання, стратегію та план розвитку, займатися пошуком ресурсів задля досягнення поставленої мети. Усі вищезгадані аспекти вимагають значного розширення сфери управління. На керівництво ТГ покладається більший рівень відповідальності порівняно з функціонуванням їх у плановій економіці – обсяг робіт збільшується, характер