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**УСТОЙЧИВОЕ РАЗВИТИЕ ЭКОНОМИКИ:  
МЕЖДУНАРОДНЫЕ И НАЦИОНАЛЬНЫЕ АСПЕКТЫ**

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**Устойчивое развитие экономики: международные и национальные аспекты**  
[Электронный ресурс] : электронный сборник статей II международной научно-практической конференции, посвященной 50-летию Полоцкого государственного университета, Новополоцк, 7–8 июня 2018 г. / Полоцкий государственный университет. – Новополоцк, 2018. – 1 электрон. опт. диск (CD-ROM).

Впервые материалы конференции «Устойчивое развитие экономики: международные и национальные аспекты» были изданы в 2012 году (печатное издание).

Рассмотрены демографические и миграционные процессы в контексте устойчивого развития экономики; обозначены теоретические основы, практические аспекты управления человеческими ресурсами; выявлены и систематизированы драйверы инклюзивного экономического роста в Беларуси и за рубежом; раскрыты актуальные финансовые и экономические аспекты развития отраслей; приведены актуальные проблемы и тенденции развития логистики на современном этапе; отражены современные тенденции совершенствования финансово-кредитного механизма; освещены актуальные проблемы учета, анализа, аудита в контексте устойчивого развития национальных и зарубежных экономических систем; представлены новейшие научные исследования различных аспектов функционирования современных коммуникативных технологий.

Для научных работников, докторантов, аспирантов, действующих практиков и студентов учреждений высшего образования, изучающих экономические дисциплины.

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## ANALYSIS OF METHODOLOGY AND PRACTICE OF INVESTIGATION OF LOGISTIC POTENTIAL OF THE TERRITORY

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According to the generally accepted approach to logistics, the concept of "logistics potential" implies, first of all, the possibility of moving a certain amount of material resources, supported by information and financial resources as flows. However, in this case, the logistic potential includes the following components: the level of development of the retail network, the market of logistic intermediaries, the transport infrastructure of the territory, which are decisive when choosing a strategy for the development of the territory (region) from the standpoint of logistics management. According to this approach, whose supporters were G.Kh. Pfol and I.O. Protsenko, logistic potential is interpreted as "a set of factors of logistic activity that enable to realize strategic goals of the company" [1] with mandatory planning and control [2]. In this case, I.O. Protsenko, defining the multifactor and multi-element nature of the concept of "potential," emphasized its strategic importance for both micro- and macro-systems. In the process of generalizing the evolution of the concept of "logistics potential," the content is gradually filled with content in the analysis of the inclusion of logistics in the system of market relations.

Supplements the above interpretation of OA. Freidman, whose approach also allows to consider the concept of "logistical potential of the territory" through the management aspect: "the concept of" logistic potential "necessarily includes the components of the infrastructure of the object of management and the strategic impact of the subject of management [3, p.21]. In the thesis AA Baskakova. [4] the logistics potential of the territory is considered through an assessment of the level of formation of a set of mechanisms for logistic coordination of the region by species, taking into account the subjects to which the interactions are oriented. This approach has made it possible to distinguish five types of logistic coordination mechanisms that affect the formation of the logistic potential at the regional level: contractual, information, streaming, infrastructure and management. Contractual arrangements can be used to better manage the relationship between counterparties and manage risk through contracts. Information mechanisms involve coordination through software. Streaming is designed to manage material and information flows in supply chains. Infrastructural mechanisms are focused on basic provision of regions with transport and warehouse infrastructure objects. The use of management mechanisms will simplify coordination at all levels of relationships through the introduction of administrative measures. This approach assesses the level of development of the region according to two aggregate indicators: logistic potential and the current level of logistics development. Logistical potential is defined as an aggregate indicator, taking into account the economic, potential and infrastructural perspective.

Of particular interest is the information approach of AE Zaenchkovsky. reflecting the strategy of development of the region (territory) through the logistics of innovation sphere [5]. He examined the feasibility of using the capabilities of logistics technologies, their potential in innovation at the regional level through the model of information exchange between state and public-private institutional subjects. For this model, levels of logistical integration are classified and described: content logistics, application logistics, process logistics, regional logistics integration. Considering the logistic system as a set of components: "buildings, working space and related tools of labor; equipment for processes (both technical, for example lifting and transport equipment, and hardware and software); warehouses, loading and unloading terminals and logistics centers; means of transportation or communication (communication); trading networks; production enterprises; operators of logistics services; customs terminals » Uvarov S.A. [6] noted

that they contribute to the implementation of the objectives of enterprises in the organization of regional and interregional supplies. Such a system approach allows us to assume that the aggregate of all listed factors and elements of the infrastructure complex of logistics can be replaced by the concept of "logistical potential of the territory".

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Most of the scientific works in the area of calculating the logistics potential of the territory do not take into account the diversity of opinions on the composition of this concept, so the volumetric indicators do not reflect the real state of the analyzed system, its capacity. In this regard, there is a need for differentiation of the concept at different levels of logistics subsystems with specification of the limits of measuring the logistic potential. In our view, the indicators of the logistic potential should characterize the position of the system of a particular level as capacitively as possible, providing an opportunity to understand how competitive it is in the external environment due to the selected properties. Analyzing the state of the logistics potential at the regional and global levels it is possible to use the following set of indicators:

Meso level - the level of inter-industry or interregional coordination of logistics operations:

- the level of supply rhythm in the region;
- the level of informatization of logistics processes;
- level of efficiency of use of vehicles;
- indicators of the use of warehouse space located in the study area;
- level of sustainability of regional logistics systems;
- GRP level.

Macro-level - integral logistic rating:

- PPP GDP level and per capita;
- Population;- the territory of  $\text{km}^2$ ;
- density of population per  $\text{km}^2$ ;
- magnitude of foreign trade turnover;
- the speed of the passage of goods through customs posts;
- capacity of border transportation nodes, etc.

It should be noted that the set of indicators is exemplary and can be changed depending on what requirements are put forward in the main strategy of the territory or what requirements for the organization of foreign trade operations are set by the international community. The indicators of each level are formed on the basis of analysis of articles of profile conferences, as well as on the basis of an expert survey of managers of commercial, intermediary and transport

companies. It should be noted that differentiation of logistic potential indicators may also include a microlevel (enterprise level).

Changes in the theory and methodology of logistics partially changed the original interpretation of the concept of "logistical potential", which was based, first of all, on the analysis of microsystems. The impact of the factor of increasing interregional and international contacts led to the need to formulate the mobility characteristics of individual territories, one of which was the logistic potential. However, at the beginning of the 2000s, the conceptual apparatus was not yet formed, while scientists and practitioners were already trying to quantify the indicator of the territory's potential. For example, S.A. White in his dissertation "Logistic support of the agro-industrial complex of the region" [7] conducts an analysis of the logistic potential, where the composition of the components under study indicates the characteristics of the object (i.e., the agro-industrial complex), the system for organizing the resource supply of the agro-industrial complex and the promotion system. Thus, S.A. White, on the one hand, limits the range of components of the concept of "logistics potential", on the other hand, includes in this concept the general characteristics of the object of research. This fact requires special attention, since it allows us to conclude that it is necessary to analyze the state of the object on the basis of which a logistics infrastructure or system is created. It is possible to characterize this step as a kind of scientific breakthrough, as a result of which a theoretical basis for analyzing the potential of several territorially interconnected enterprises appears, which makes it possible to determine the methodology of analysis.

The concept of the logistical potential of a territory (region) characterizes the aggregate of the logistics infrastructure complex and the subjects of the logistics market of the region, as well as the logistical processes taking place in it. It is necessary to pay attention to the fact that the region, having some isolation of economic processes, is not an isolated macrosystem, since it has numerous integration links with other regions of the country and countries. The latter stipulates the need for the regional logistics structures to maintain numerous interregional material and related financial and information flows. In this connection, the logistic potential as an indicator not only characterizes the capabilities of the logistics system to perform its functions depending on the chosen strategy of the region's development, but also takes into account the factors of the external environment in which the logistics strategy of the territory is implemented.

Logistical potential at the level of interaction of macroeconomic systems is characterized by generally accepted criteria of efficiency of streaming processes, since it is the effectiveness of logistical processes that determines the tightness and success of international exchange. Interaction of the region with national and transnational corporations occurs on the basis of the competitive struggle of the macro system of the region, as an economic entity, using the potential of logistics in the market of goods, capital and services. The efficiency of industrial and commercial activities is largely determined by the quality of decisions that are taken on a daily basis by managers of different levels. In this regard, great importance is the task of improving the processes of making logistics decisions, which can be solved by investigating operations. It is necessary to clarify that the effectiveness of the author means "the relative effect, the effectiveness of the process, the operation, the project, defined as the ratio of the effect, the result to the costs, the costs that caused it," [8, p.401]. It is the final qualitative and (or) quantitative indicator of development.

The logistics potential of the territory is designed, first of all, to assess the factors of the first group, on which the region's attractiveness for potential investors depends, the possibilities for building large infrastructure facilities and the region's existing need for coordination of participants in the process of commodity circulation. To assess the logistics potential of the

territory, it is recommended to choose the infrastructure, economic and potential component. Infrastructure component is designed to assess the level of transport accessibility of the region, the presence of large infrastructure facilities that facilitate the attraction of freight flows to the region. The operational is necessary for an estimation of an existing level of inter-regional and international commodity circulation. The potential is designed to assess the socio-economic situation in the region, the level of investment, unemployment, the growth rate of GRP, the use of information technology. The second group of factors for the integrated assessment of the territory is directly the quality of the logistics service, that is, the existing level of logistics development. The institutional component determines the maturity of the logistics market in terms of the number of enterprises of the transport complex, the availability and quality of the warehouse infrastructure, the level of development of the market of logistics outsourcing. The operational allows to estimate the transport work actually carried out on the territory of the region by all types of transport. Only a comprehensive assessment of regions from the perspective of growth and the existing level of logistics makes it possible to identify features and prospects in the sphere of the logistics complex.

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#### **АНАЛИЗ МЕТОДОЛОГИИ И ПРАКТИКИ ИССЛЕДОВАНИЯ ЛОГИСТИЧЕСКОГО ПОТЕНЦИАЛА ТЕРРИТОРИИ**

**С.Ф. Куган**

Логистическая деятельность проходит через все отрасли экономики и оказывает существенное влияние на повышение ее эффективности. В основе социально-экономического развития территории, как правило, лежит совокупность проработанных и обоснованных стратегических направлений развития данного региона с учетом совокупности потенциалов развития и критических факторов успеха. Любая организация бизнеса, внедряя логистику и формируя соответствующую ее целям логистическую систему, наращивая ее потенциал, прежде всего, стремится оценить фактическую или потенциальную эффективность системы. Оценка материальных предпосылок перспективного развития региона базируется не только на его ресурсном, но и логистическом потенциале.