

Economic approach which defines the term as new or improved products was also determined.

Having studied the economic essence of the concept "innovation" in the economic literature and regulatory legal framework, we can conclude that the approach to defining the essence of this concept in various sources is ambiguous.

As a result of the study we derived two approaches which share a common attribute: new or improved products. Based on this comparison we can give a definition of the term 'Innovation' as new or improved products.

#### 2. Classification of "innovation".

Economic literature presents a variety of approaches to the classification of innovation. The author has considered the approaches of the following Russian scientists: P.N. Zavlina and A.V. Vasilyev, V.V. Gorshkov and E.A. Kretova, E.A. Utkin, G.I. Morozova and N.I. Morozova, I.T. Balabanov, A.I. Prigogine.

Having analyzed the proposals of classification "innovation" we have come to the following conclusion: the views of some scientists on the term 'innovation' are similar (scope, structure and targeted innovation changes as the scale of the intensity and effectiveness of innovation). Conclusion: these signs are essential for determining the classification of innovation.

As a result of this study the following definition of the term "innovation" was given - new or improved products. The following attributes are defined: classification, the field of application, the structure of innovation and change targets, the scale of the intensity and effectiveness of innovation that contributes to a better perception of the term, and therefore a better understanding of what we achieved exploring the concept. Thus the author has achieved the goal of the research: the definition of the new term "innovation".

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#### ANALYSIS OF TRANSPORT AND LOGISTICS INFRASTRUCTURE OF VITEBSK REGION

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*This article analyzes the transport and logistics market in Vitebsk region of Belarus. The main factors hampering the development of logistics and transit potential of the region are identified. The methods solving this problem are developed.*

Creating conditions for development in the regions of the integrated economy based on the development and competitiveness of freight and goods movement system, an extensive network of distribution and warehousing, realization of innovation, financial and human capacities of Belarus, is one of the main conditions for increasing political, economic role of the country in the world economic space. The strategic objectives of development of the regions of Belarus are overcoming the gap of transport infrastructure development and forming the elements that make up the national and international transport corridors passing through the territory of the Republic, based on the formation of self-sufficient regional economy.

## Economics

Regional economic policy in the use of potential logistics infrastructure creates favorable conditions for development in the future of logistics clusters multiplier effect that will have a positive impact on the economy of the regions of the Republic of Belarus.

In this regard, the study of transit potential of the Republic of Belarus for further development of the regional development strategy is relevant.

**The purpose of the study.** Study and analyze the transport and logistical capacity of the Vitebsk region to identify the main factors influencing the development of the logistics market in the region.

**Analysis of the received results.** Transport and logistics potential of the Vitebsk region of Belarus is implemented by 25-30 %. Vitebsk region has good conditions and a number of advantages for the development of transport and logistics activities, as it has a high export and transit potential. Objective factor of development of the export potential of the region is its favorable geographical position, which opens opportunities for the sustainable economic and trade cooperation, especially with the regions of Russia and the Baltic countries. Availability of developed infrastructure of the gas pipeline and pipeline transport, intersection of major European transport corridors on this territory, the possibility of integrated passenger service development and freight traffic by road, rail and air links confirm the need of logistic capacity of the country, which will result in an increase in the transit country's attractiveness, export growth, increased welfare.

However, in the Vitebsk region warehouse infrastructure is badly developed, most of the available storage room is converted production sites. The market lacks both conventional warehouses of new format and specialized, such as refrigerating rooms. The main problem is the lack of substantial warehouses that meet modern requirements of sanitation. Violation of the conditions of products storage affects the quality of products.

Investigation of transport and logistical capacity of the Vitebsk region shows that the region has all the necessary prerequisites for the formation of a regional transport and logistics system.

An increase in the transport and logistics capacity as well as the transit potential of the region will contribute to the development of a proposal for a development strategy for regional transport and logistics system. This strategy should link social and economic problems of the Vitebsk region with the interests of economic entities, including freight and logistics intermediaries, logistics administration within complex logistical production and transport, transport and marketing systems, which provide the basis for production and transport infrastructure and supply the region with its complex components.

The main aim of the strategy will be the development of modern transport and logistics infrastructure to ensure effective merchandising and lower transport costs in the region's economy, stimulate the development of transit traffic through the Vitebsk region, the integration of the transport system in the region into the global system of transport communications and standards of service.

The main tasks to be solved by the development strategy of the Vitebsk region are:

- increase of the capacity and efficiency of the regional distribution network;
- optimization of interaction of objects CLW, their effective territorial location;
- improving the quality and scope of logistics services, including through the integration of the individual units and the formation of a single information space;
- unhindered passage of goods through the crossings, border stations and transfer points on the border;
- acceleration of the movement of goods in the domestic and international communication, when the delivery involves several modes of transport;
- maximal use of geographic location, logistics infrastructure, reduction of losses of goods in transit;
- attraction of additional cargo to transport corridors, increase in transit;
- providing the maximum list of transportation and logistics services, the organization of an integrated transport customers service and thereby attraction of more cargo, the creation of a flexible grid of tariffs.

**Practical application of the results.** Research in this paper is used in the development of regional transport and logistics system strategy in Vitebsk region

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## UKRAINE'S EXPERIENCE IN DEVELOPING STRATEGIES FOR THE DEVELOPMENT OF REGIONAL TRANSPORT AND LOGISTICS SYSTEMS

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*In this article the market of logistic services in Ukraine has been studied, the country's experience in building regional logistic clusters has been investigated and the range of problems constraining the establishment and development of clusters in Ukraine has been identified.*

Increasingly important significance in shaping of innovation activity of separate territorial entities in Ukraine is attached to cluster structures built on the cooperation of enterprises, financial institutions, educational institutions, etc. In developed countries such structures arose long ago and continue arising in various industries. In the works of famous foreign scientists theoretical basis of formation and functioning of clusters, the use of cluster models to increase the competitiveness of the economy, their advantages and disadvantages have been clearly defined. Foreign experience can be useful to develop a national strategy of clustering in Ukraine, with comprehensive study of its socio-economic development. It is these tasks at this stage that are the priority for central and local government.

Effective logistics of the country is becoming an increasingly important factor of economic growth, diversification and poverty reduction. It also serves as an indicator of development.

Logistics Performance Index (LPI) is used to evaluate the trade logistics environment. In other words, how easy or difficult it is to make export-import and transit operations from the perspective of companies engaged in commercial transportation, freight forwarding and logistics.

In the ranking of LPI in 2007 Belarus took the 74th place among 150 countries in the world, Russia – 99th, Kazakhstan – 133rd, Ukraine – 72nd. In the rating of 2012 Belarus ranked 91th, Russia – 95th, Kazakhstan – 86th, Ukraine – 66th place (in 2010 - 102 place). Thus, we can conclude that Ukraine wants to improve the efficiency of trade logistics environment and thereby increases the level of economic development of the country. [2]

Transport infrastructure is one of the most important complexes of socio-economic system that meets the needs of social production, the national economy and the population in freight traffic.

Ukraine's transport network includes 21.6 thousand km of railways, 166.1 thousand kilometers of paved roads, 4.8 thousand km of trunk pipelines, 40.1 thousand km of gas pipelines.

In 2012, the amount of cargo carried in comparison with 2011 decreased by 1.8 % and amounted to 1.9 billion. Cargo turnover amounted 412.6 billion ton-kilometers, and decreased by 7.4 %

Today the share of road transport in the total cargo holds 68.2 %. However, the lion's share belongs to private automobile cargo transportation.

As for the commercial trucking then, in 2012, traditionally the greatest specific weight in the structure belonged to railway transport, which made up 64 %. In the second place – pipeline transport – it accounts for about 18 % of the total traffic.

The potential of geopolitical and geo-economic situation in Ukraine is largely implemented through the provision of transport services. Over the last ten years transit has become an essential component of the export services. The export of transport services is a real resource that Ukraine has in order to achieve economic growth. In the overall amount of services export transport services occupied 73 % or 4.2 billion dollars in 2012, representing 5.9 % of the GDP of Ukraine. The total number of services exported in 2012 made up 30.8 %. In 2012 all types of country's transport exported 170.9 million tons of cargo. Import freight traffic contained 82.3 million tons of cargo.

Ukraine made arrangements for the formation of transport and logistics clusters. For example, in the Kherson region it was considered promising to create the first Ukrainian transport and logistics cluster, which would combine 106 companies and organizations, among them three commercial seaports, 7 river ports, 5 shipping companies, shipyards, rail and road transport enterprises, an airport, airline enterprises.

The main tasks of the cluster, which is now in its formative stages, are to improve the transport system in the region, establishing cooperation transport enterprises and restructuring of transport structures.