

**PROBLEMS AND PROSPECTS OF INCREASING COMPETITIVENESS OF THE LOGISTIC SYSTEM
OF THE REPUBLIC OF BELARUS ON THE INNOVATIVE BASIS**

ELIZAVETA DODONOVA, OLEG DODONOV
Polotsk State University, Belarus

The structure of the logistic system is touched upon in the article, the role of the innovations which make it possible to increase the system's competitiveness in the Republic of Belarus is determined. Recommendations are given to Belarusian enterprises about how to increase competitiveness on the basis of the innovation development of the logistic system.

The favorable geographical position of the Republic of Belarus can be used in accordance with international agreements between Europe and Asia in international trade between countries. This factor creates certain competitive advantages in the context. To achieve these advantages is possible through the development of the logistics system.

Transformation of the Belarusian economy in the direction of the market model of managing has caused institutional reforms. It is dictated by the requirement of creation of competitive production which in its turn assumes modern competitive environment formation based on innovative work and intellectual capital.

According to its essence, logistics system (hereafter – LS) is one of the most complicated social and economic systems made by man. The complexity is connected with the fact that the LS has both economic and social essences as it consists of social and economic units (subsystem elements), which are interconnected in a common management process of material and attendant streams, operating logistic functions, and are connected with external environment.

In the project of the Concept of the State LS Development Programme of the Republic of Belarus for 2016 – 2020 years the logistics system is regarded as a complex, completed, structured economic system, which consists of transport (transport, wholesale and logistic centers), interconnected objects on the territory of the Republic of Belarus and organizations which transport, storage, forwarding, information, financial, certified, insurance and production structures, interacting through the information exchange for the effective management of goods movement in the Republic of Belarus [2].

In the project of the Law of the Republic of Belarus «About the logistic activities» of 2012 LS is represented as a complex, dynamic control system, which aim is to carry out good circulation for timely provision of the economy and the population's needs with goods and products of industrial purpose at the minimal cost [2].

Summarizing the material which is presented in logistics sources, it is possible to distinguish main subsystems of LS: - purchase; - production facilities; - resources; - transport; - production; - distribution; - marketing; - information; - personnel; - service; - finance.

However, the given characteristic of subsystems makes it possible to assert that there are parts in each of them which form and develop the system, as a whole. These determinatives are formed according to the aims of separate system functioning, which can be achieved during the solution of the system tasks. In general, the goal is the achievement of the separate subsystem, functioning due to the solution of particular objectives and creating economic and social conditions for LS formation and development.

For the development of the LS the implementation of innovations that are aimed at the effective product distribution management in each section of the logistical chain is needed. It will provide the improvement of the streaming processes for effectiveness and competitiveness of enterprises.

The implementation of innovations as a means of achieving this aim is complicated because logistics is a relatively young science, in comparison, for example, with marketing. Many questions relating to its conceptual apparatus and terminology are very changeable and are constantly supplemented with new content.

To determine the meaning of innovation in LS in general, it is necessary to find in its definition those processes which allow to develop the system due to implementation of innovations in each subsystem.

According to LS subsystem division into structural elements and processes the equation of this approach is logical with such a classified feature of the division into kinds as an innovation type which is connected with an innovative enterprise: the innovation division into food, resource and process [3]. In that case, it is possible to say that four of the five subsystems-processes of LS (the process innovations on the stage of purchase,

distribution, marketing and service) have a prior meaning. At the same time the «production» subsystems have production innovations.

The resource innovations are a priority for «building blocks» of LS subsystems. Their implementation will allow to increase the rationality of resource used and to achieve the aim of each LS subsystem development which are concluded in:

- innovations in staffing strategy of the enterprise (subsystem "personnel");
- innovations in the efficient use of financial resources (subsystem "finance");
- innovations in LS information support (subsystem "information");
- innovations in increasing the capacity of LS transport support (subsystem "transport");
- innovations in goods and resources storage (subsystem "storage facilities");
- innovations in resource optimization (subsystem "resources").

At the same time, the innovations create economic conditions coming out of the tasks that must be solved in each of LS subsystems.

This approach allows to solve the problems in each of LS subsystems through the implementation of innovations. Thus, the potential possibilities which LS has for its development, are increasing. The tasks are also being solved in each subsystem by excluding «narrow spaces» in LS. It allows to create the real assumptions for its innovation development.

The solution of these tasks in complex will allow to increase competitiveness of domestic enterprises both on internal and on external markets, and it, in return, will allow to increase export volumes and receipts of currency earnings in the State currency fund for the solution of such tasks as support of the national monetary unit rate, repayment of an external debt.

In this way, ensuring the competitive advantages of the Republic of Belarus at the present stage can only be achieved through:

1. Transition of management of an economy from an industrial to a postindustrial model on the basis of knowledge economy - development of branches of the fifth technological order.
2. Development of industries with high specific gravity of non-material, human capital in information and communication technologies, education, science and intellectual services (consulting).
3. Scientific and technological progress.
4. Improving the management of the logistics system on the level of the country and in the regions.
5. Formation of a modern competitive environment based on innovative labor and intellectual capital for the development of export-oriented and import-substituting production.

REFERENCES

1. Проект концепции Государственной программы развития логистической системы Республики Беларусь на 2016–2020 годы. – Минск : БелНИИТ «Трнстехника» М-ва транспорта и коммуникаций Респ. Беларусь, 2015. – 20 с.
2. О логистической деятельности : проект Закона Республики Беларусь от 2012 г. – Минск : М-во транспорта и коммуникаций Респ. Беларусь, 2012. – 41 с.
3. Гершман, М.А. Инновационный менеджмент / М.А. Гершман. — М. : Маркет ДС, 2008. — 200 с.