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**THE NOTION OF INNOVATIVE LOGISTICS**

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*Innovative Logistics is one of the new trends in the economy. The paper analyzes the approaches to this concept, the author identifies her own definition, she considers the stages of the development of innovative logistics and determines the significance of innovative logistics at the modern stage.*

Innovation in economics is any new approach to the design, production or distribution of goods, resulting in getting an advantage over competitors by an entrepreneur.

The innovative approach is applicable to any kind of economic activity: innovations reduce production costs, improve product quality, increase of the possibilities of competition. The emergence of the innovations involves the orientation of the entrepreneur to the accumulation of capital and a creative approach to his work.

In general terms, innovative logistics refers to such a structural characteristic quality and organizational methods of logistics, which is dominated by innovative forms of organization and management technologies to ensuring sustainable generation and implementation of innovations in all its functional areas.

The subject of innovation in logistics is optimization of the trajectory of economic flows circulating in the circuit (network), reduction of the logistics cycle time, the rationalization of the overall costs of product distribution, improvement of the efficiency of the supply chain [1, c. 38].

As scientific direction, innovative logistics is a branch of logistics disclosing management methodology controlling material and other streams in the trade, based on knowledge and innovation.

Innovative Logistics is aimed at improving governance through the use of various kinds of innovations aimed at improving the quality of customer service, increasing efficiency of flow processes and reducing total costs of their realization. The author has analyzed different approaches to the definition of an innovative logistics.

Some authors believe that the innovative logistics is the most urgent component of the logistics activities, designed to study the need and the possibility of introduction of progressive innovations in the organization of current and strategic management of stream processes to identify and use additional reserves through rationalization (optimization) of this control [2, c. 57].

Others adhere to the following definition: Innovative Logistics - is the use of innovation in logistics in the form of the achievements of scientific and technological progress in relation to the improvement and modernization of the means of transport, storage and handling machinery, packing and filling equipment, new types of packaging materials.

Some emit a broader definition of "logistics innovation", which includes both an innovative logistics and innovations in it.

The author of this definition shows this circuit in Figure 1.

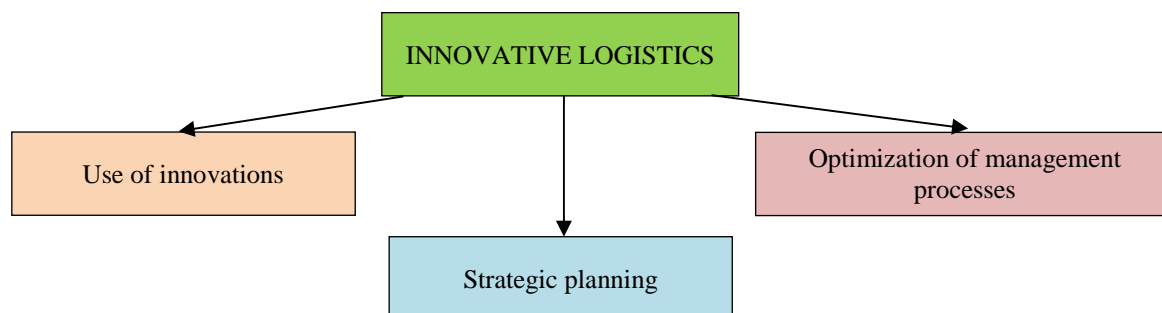


Fig. 1. Diagram identifying innovative logistics

Source: own development.

The need for innovative logistics is caused by the fact that for companies that are in the middle of the chain and dependent on a large number of providers, serious difficulties are created by instability in supplies and loss of control over distribution channels. Driving logistic flows are shown in Figure 2. Especially, we should take into account such factors as the complexity of the remoteness of the customers and complication of the coverage of large areas. Businesses that operate through distributors, are losing profits because of the ruin of wholesalers and illiquid goods.



Fig. 2. Logistics flows

Source: [3].

Today, the market demand is falling faster than production volumes are reducing. Reserves accumulated in each link of the supply chain are not sold. Some companies are trying to find salvation in the ERP-systems, which promise to accurately calculate the needs and annual production volumes, basing on prognoses with complex algorithms. However, the farther the planning horizon is the smaller the accuracy of the forecast is. And as a result, the company often produces not the goods and not in the volumes which are required by the market.

Innovative Logistics gives you the opportunity to develop a constructive program of strategic development of the company, aimed at optimal organization of flow processes and long-term success in the market, thereby defining the structural and functional (process) composition of the future enterprise and setting guidelines for the logistics base [3].

At the present stage in the development of innovative logistics can be found five main structural factors:

- 1) Infrastructure;
- 2) Innovation;
- 3) Institutions;
- 4) Investments;
- 5) Intelligence.

Innovative logistics, as well as innovative economy will be built on them. An innovative economy is characterized by the transformation of material production and the constantly changing technological base. This will contribute to total logistization of new economy which will ensure a multiplying effect and steady economic growth for the national economy of the country [4].

An innovative logistics is often considered to be a part of concepts of integration, globalization and internationalization. Innovative Logistics is moving towards improving logistics management processes in connection with the use of various innovations aimed at the improvement the quality of customer service, the growth of the efficiency of logistics processes and the reduction of various costs. From this area of logistics the following tasks emerge:

- Research and development of new ideas in the field of strategic management and management of flow processes through the application of scientific achievements;
- The use of international experience in the field of logistics, in the study of innovation activities, taking into account all the economic features of many countries;
- Development of a mechanism for using the innovation fund in the field of logistics;
- Preparation of various programs based on the methods, systems algorithms and standards for logistics structures, including the creation of new logistics systems;
- The introduction of new growths of logistics systems for various applications by their gradual formation.

One of the branches are of the innovative logistics is a strategic logistics, which is, first and foremost, the science involved in capacity building in various systems of logistic processes management [5].

In Belarus, the development of logistics is not at such a rapid pace, as in the example, in the United States. We have a need for the development of logistics methods. The experience of other countries shows that the development of any innovation is primarily connected with a number of conditions, such as the level of

technological development, with a good state of relations in the market and a favorable situation in the political environment. On the way of its development logistics has its own difficulties:

- Difficult situation in the economy;
- The backlog of our economy on the level of the global economy;
- Worn transport infrastructure;
- Insufficient development of industrial and technological base;
- The complexity of the development of the industry in certain sectors (production of packaging, filling and so on).

Thus, the concept of innovative logistics is the use of innovation in logistics in the form of the achievements of scientific and technological progress in relation to the improvement and modernization of the means of transport, storage and handling machinery, packing and filling equipment, new types of packaging materials. Due to the difficult economic situation, the lack of competitiveness of many enterprises, the lack of strategic planning the role of innovative logistics can only grow.

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#### THE DEVELOPMENT OF METHODS OF ANALYSIS OF INDICATORS FOR INFORMATIONAL SUPPORT AND CONTROL OF FINANCIAL INDEPENDENCE OF COMMERCIAL ORGANIZATIONS

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*The economic downturn of the global economy, the consequences of financial crisis and geopolitical conflicts certainly affect the economy of commercial organizations. Therefore, the stabilization of financial condition after the negative effects of the crisis is one of the most important purposes of the management of any commercial organization. In our opinion, it is necessary to find possible ways to manage financial independence of commercial organizations.*

One of the most difficult and important problems in the management of commercial organization is the evaluation of the situation, condition, changes and trends. The evaluation is usually the determination of the availability and degree of expression of different characteristics of management. The indicator is one of the means of evaluation. Accounting and analysis are based on the methods of evaluation. The development and acceptance of management decisions generally and including enhancement of management of financial independence of commercial organizations are impossible without the evaluation of occurring events.

Financial independence is the *ability of organization in conditions of risks to develop the complex of measures, which guarantee constant solvency, opportunity to cover any expenses of commercial organization in accounting period, which in its turn determines stability of commercial organization and level of protection of creditors' interest* [1].

Thus, the authors have considered financial independence of commercial organization in the following way:

- theoretical bases of formation of financial independence of commercial organizations;
- definition of additional income for financial independence of commercial organizations;
- predictive analysis of additional income for financial independence of commercial organizations;
- accounting of additional income for financial independence of commercial organizations;
- traditional analysis of additional income for financial independence of commercial organizations.