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ПОНЯТИЙНО-КАТЕГОРІАЛЬНИЙ АПАРАТ ЛОГІСТИЧНОГО РОЗВИТКУ
ТОВАРНОГО РИНКУ

Актуальність. В ринкових умовах суб’єкти господарювання застосовують нові методи та підходи
задля ефективного функціонування та підвищення конкурентоспроможності своєї продукції, працюють
нароштувати додану вартість та зменшувати витрати, у т.ч. логістичних. Формування та реалізація
логістичного розвитку на мікро- та макрорівні є актуальним завданням як для окремих суб’єктів
господарювання, так і держави в цілому. Правильне визначення внутрішнього змісту, сутності та природи
логістичного розвитку служить першим етапом для розробки механізмів формування ефективної логістики
товарних ринків, державної політики в ринковому вимірі та обґрунтування комплексу методів та
інструментів регулювання процесів товароруху як між господарюючими суб’єктами, так і між секторами
товарних ринків. Тому, ефективним та цілеспрямованим процесом для вирішення вище перерахованих завдань є
логістичний розвиток.

Мета та завдання. Метою статті є узагальнення теоретичних підходів до визначення понять «логістика» та
«розвиток» задля оптимізації логістичної діяльності та подальшого логістичного розвитку країни.

Основні завдання, які ставить перед собою автор: провести контент-аналіз понять логістика та розвиток;
визначити підходи до визначення поняття «розвиток», визначити поняття «логістичний розвиток».

Результати. Проведено контент-аналіз категорій «розвиток» та «логістика», виділено чотири підходи до
визначення поняття «розвиток» - філософський, природний, економічний і логістичний, розкрито їх
суть, запропоноване авторське визначення категорії «логістичний розвиток товарного ринку».

Висновки. За результатами контент-аналізу категорій «розвиток» та «логістика», підходів до
визначення поняття «розвиток», запропоноване авторське визначення категорії «логістичний розвиток
торарного ринку», а саме: процес формування ефективного логістичного ланцюга ринку ПЯП, трансформація
їого структури в напрямі розбудови (активізації) ланок переробки та зберігання продукції, що дає змогу
забезпечити розширене відтворення товароруху в ринку та оптимізувати ланцюгову додану вартість.

Ключові слова: логістика, розвиток, логістичний розвиток, логістичний ланцюг, товарний ринок.

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CONCEPTUAL-CATEGORICAL APPARATUS OF LOGISTICS DEVELOPMENT OF
COMMODITY MARKET

Topicality. In market conditions, business entities apply new methods and approaches for effective functioning
and increase the competitiveness of their products, strive to increase added value and reduce costs, including logistic.
The formation and implementation of logistics development at the micro- and macro-level is an urgent task for both
individual business entities and the state as a whole. The correct definition of the internal content, essence and nature of logistics development serves as the first stage for the development of mechanisms for the formation of effective logistics of commodity markets, state policy in the market dimension and substantiation of a set of methods and tools for regulating commodity movement processes both between business entities and between sectors of commodity markets. Therefore, logistics development is an effective and purposeful process for solving the above-mentioned tasks.

**Aim and tasks.** The purpose of the article is to generalize theoretical approaches to the definition of the concepts of «logistics» and «development» in order to optimize logistics activities and further logistics development of the country.

The main tasks that the author sets for himself: to conduct a content analysis of the concepts of logistics and development; define approaches to the category «development», define the concept of «logistics development».

**Research results.** Conducted content analysis of the «development» and «logistics» categories, four approaches to defining the concept of «development» are highlighted - philosophical, natural, economic and logistical, and their essence is revealed, the proposed author's definition categories «logistic development of the commodity market». It was established that there is no definition of development, the object of which is the logistics chain.

**Conclusion.** According to the results of the content analysis of the categories «development» and «logistics», approaches to the definition of the concept of «development», the author's definition is proposed categories «logistic development of the commodity market», namely: the process of forming an effective logistics chain of the F&B market, transforming its structure in the direction of developing (activating) links of processing and storage of products, which make it possible to ensure the expanded reproduction of goods movement in the market and to optimize the chain added value. The essence of such scientific approaches to the concept of «development» as philosophical, natural, economic and logistical is revealed.

**Keywords:** logistics, development, logistics development, logistics chain, commodity market.

**Problem statement and its connection with important scientific and practical tasks.** The relevance of research on logistics and development, the scientific development of this problem, certainly cannot be considered exhaustive. In addition, it must be stated that the dynamics of the appearance of new problems in this subject area significantly outpace the theoretical analysis, development and practical implementation of instrumental means of solving them. Therefore, the study of various aspects of the genesis and categorical apparatus of logistics, the selection of new little-studied directions of research, which are of interest from both theoretical and practical points of view and determine the trend of the development of logistics as a science, is relevant and timely.

In market conditions, business entities apply new methods and approaches for effective functioning and increase the competitiveness of their products, strive to increase added value and reduce costs, including logistic development.

The formation and implementation of logistics development at the micro- and macro-level is an urgent task for both individual business entities and the state as a whole. The correct definition of the internal content, essence and nature of logistics development serves as the first stage for the development of mechanisms for the formation of effective logistics of commodity markets, state policy in the market dimension and substantiation of a set of methods and tools for regulating commodity movement processes both between business entities and between sectors of commodity markets. Therefore, logistics development is an effective and purposeful process for solving the above-mentioned tasks.

**Analysis of recent publications on the problem.** The issue of the theoretical justification of the concept of development was reflected in the works of both domestic and foreign authors, in particular: V.O. Vasylchenko, V.S. Ponomarenko, M.O. Kyzym, V.V. Kononenko and others.


**Allocation of previously unsolved parts of the general problem.** However, the issues of determining the nature of the logistics development of commodity markets remain unresolved.

Despite the large number of works that highlight the theoretical foundations of the development process, the lack of a concept and theoretical justification of the essence of logistics development makes further research more relevant.

**Formulation of research objectives (problem statement).** The purpose of the article is to generalize theoretical approaches to the definition of the concepts of «logistics» and «development» in order to optimize logistics activities and further logistics development of the country.

The main tasks that the author sets before himself:

- carry out a content analysis of the
concepts of «logistics» and «development»;
- to define approaches to the «development» category;
- to propose the author's concept of «logistics development».

An outline of the main results and their justification. In modern economic conditions, the principles of management, organization and optimization of production, which are combined in the general concept of «logistics», are gaining special relevance. Since logistics is a fairly young science, the conceptual and categorical apparatus is constantly developing, filling definitions and concepts with new content.

Currently, there is no single definition of logistics. The authors interpret the concept of «logistics» from different angles: mathematical, economic, warehouse, marketing, and others. Views and definitions of the term «logistics» are systematized in Table 1.

<table>
<thead>
<tr>
<th>Author</th>
<th>Definition</th>
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<tbody>
<tr>
<td>A.N. Rodnikov</td>
<td>Science of planning, control and management of transportation, storage, etc. tangible and intangible operations carried out in the process of bringing raw materials and materials to the production enterprise, in-plant processing of raw materials, materials and semi-finished products, bringing finished products to the consumer in accordance with the interests and requirements of the latter, as well as the transfer, storage and processing of relevant information [13].</td>
</tr>
<tr>
<td>E. Krykavskyi</td>
<td>The science of optimal management of material, information and financial flows in economic adaptive systems with synergistic connections [8].</td>
</tr>
<tr>
<td>A.M. Hajinsky</td>
<td>Planning, organization and control of all types of movement and storage activities that ensure the passage of material and related information flows from the point of purchase of raw materials to the point of final consumption [5].</td>
</tr>
<tr>
<td>L.B. Gurch</td>
<td>A new ideology of optimizing the management and planning of material and related information and financial flows based on a systemic approach and economic compromises in order to increase the competitiveness of enterprises (firms, organizations) [6].</td>
</tr>
<tr>
<td>L. Mirotin</td>
<td>The science of organizing the joint activities of managers of various divisions of an enterprise, a group of enterprises for the purpose of effective promotion of products along the chain «purchase of raw materials - production of products - distribution», as well as purposeful transport and human flows based on the integration and coordination of operations, procedures and functions performed within the framework of this process in order to minimize the total cost of resources [10].</td>
</tr>
<tr>
<td>Yu. Ponomaryova</td>
<td>Theory and practice of managing material and related information flows [12].</td>
</tr>
<tr>
<td>V.M. Lysyuk</td>
<td>«Market logistics» is a section of economic science on the organization of markets, which in practical application involves the determination of directions, mechanisms and means of creating effective routes of the logistics chain of the relevant market, taking into account the interests of all participants in the market process, namely: business entities - participants in the logistics chain (producers, sellers, buyers of goods), as well as the state (both in general and in the person of individual executive bodies) [9].</td>
</tr>
<tr>
<td>Donald J. Bowersox and David</td>
<td>«Logistics creates added value if the inventory is placed properly to facilitate the sales process» [1].</td>
</tr>
<tr>
<td>J. Kloss</td>
<td></td>
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</tbody>
</table>

*Compiled by sources[1,5,6,8,9,10,11,12]

Most authors consider logistics as an effective tool and mechanism for managing, organizing and promoting material flows at the enterprise (micro level). V.M. Lysyuk [9] considers a new type of logistics - market logistics (macro level), which takes into account the interests of all business entities, the state and consumers, which is one of the conditions for the development of effective commodity market logistics. The transition of logistics from one level to another is due to the development of science and technology, the organization and technology of production, modern management and the construction of effective logistics chains of commodity markets [7].

In the economic literature, scientists
consider the definition of the category «development», in most cases, as qualitatively new changes, convergence from simple to complex (Fig. 1). Depending on the field of application, the main directions of development are as follows: innovative, investment, economic, social, regional and others. We believe that this list should be supplemented with the concept of «logistics development».

Most authors identify this concept with processes, enterprises, organizations, regions, countries, while considering structural shifts in the economy.

The analysis of scientific sources allows us to identify the following approaches to the definition of the concept of «development» (Table 2).

The philosophical approach considers development in the form of a spiral, in which all individual processes have both a beginning and an end. Each process has its own cycle, in which the sub-processes of the previous cycle are repeated. According to this approach, tendencies towards transition to a higher, more perfect level are embedded in the lower level. That is, the achievement of a higher level is impossible without the development of a lower one [16].

Table 2

<table>
<thead>
<tr>
<th>№</th>
<th>Approach</th>
<th>Object of development</th>
<th>Form of development</th>
<th>Expected results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Philosophical</td>
<td>Process</td>
<td>Spirality, Spiral shape, cyclicity</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>Natural</td>
<td>Environment</td>
<td></td>
<td>Ability to recover</td>
</tr>
<tr>
<td>3.</td>
<td>Economic</td>
<td>Economic process</td>
<td>(Direct) Rise and fall</td>
<td>Positive (+), negative (-)</td>
</tr>
<tr>
<td>4.</td>
<td>Logistic</td>
<td>Logistics system and chain</td>
<td>Lantsiugova</td>
<td>Ability to expand the reproduction of goods traffic</td>
</tr>
</tbody>
</table>
The economic approach has a cyclical nature and certain stages of the life cycle. The peculiarity of this approach is characterized by growth, improvement, transition from one state to another, more developed and perfect. Currently, business entities are adapting to various changes, and some are even ahead of them, using the latest techniques and technologies, new approaches, methods, strategies, resources and knowledge. Successful changes and structural shifts are characterized by economic growth, and unsuccessful ones by decline. Growth and decline are components of economic development that alternate in economic processes and cycles.

Analyzing the development of the commodity market of Ukraine in terms of the logistics approach, the author did not find any definition of logistics development. Logistics development is an integral part of economic development.

The object of logistics development is a logistics chain, which is formed from interconnected links and goes through a certain cycle. The logistics chain is expanding with additional links, which indicates growth. Reduction of links - corresponds to decline or recession. But, when one or more intermediaries are cut, logistics costs and the final price change in favor of consumers. In this case, reduction is not a decline, but a transition to new chains, which may be better than the previous ones.

Logistics development is a continuous process, during which a new efficient logistics chain is formed, better than the previous one. These changes are caused by the influence of the external environment, structural technical and technological characteristics, the development and implementation of modern information technologies, the use of intellectual resources, etc.

The author considers it necessary to introduce the definition «logistics development of the commodity market».

Logistics development of the commodity market is a continuous process of quantitative and qualitative changes in end-to-end material and related information and financial flows, associated with the optimization of the structure of the market chain, its qualitative new transformation, which allows for enhanced reproduction of the movement of goods in the market on the basis of coordination economic interests of economic entities, the state and consumers.

So, logistics development is the process of forming an effective logistics chain, transforming its structure in the direction of building (activating) links of processing and storage of products, which make it possible to ensure the expanded reproduction of goods movement in the market and optimize the total added value.

Conclusions and perspectives of further research. According to the results of the content analysis of the categories «development» and «logistics», the existing approaches to the definition of the concept of «development», the author's definition of the category «logistics development of the commodity market» is proposed, namely: the process of forming an effective logistics chain of the F&B market, the transformation of its structure in the direction development (activation) of product processing and storage links, which make it possible to ensure expanded reproduction of goods movement in the market and to optimize chain added value. The essence of such scientific approaches to the concept of «development» as philosophical, natural, economic and logistical is revealed.

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