

INNOVATIVE FORMS OF DOING BUSINESS IN UKRAINE BASED ON THE USE OF ELEMENTS OF ECO-LOGISTICS

Kustrich L.O.

Candidate of Economic Sciences,
Senior Lecturer at Department of Management,
Uman National University of Horticulture

Petrenko N.O.

Candidate of Economic Sciences,
Senior Lecturer at Department of Management,
Uman National University of Horticulture

The aim of the article is the research and development of innovative methods of implementation processes of eco-logistics at enterprises by applying innovative environmental parameters for reducing the negative impact on the environment.

In modern business conditions, there is observed a marked strengthening of negative human impact on the environment, which is caused by the increase in production and business enterprises, particularly in the field of logistics. Managers of enterprise's logistics sectors realize now the need for constant steps in order to protect surrounding areas. Unfortunately, the cost of implementation of modern environmental technologies in the production cycle of enterprises refers to disposable (investment) costs, which not every company can afford. Also, term of return of such investments is not subjected to an objective assessment, as it is hard to express economic efficiency in a natural material and cash form.

The article worked out fundamentally new directions in the field of environmental development: allocation of functional areas of business, where the application of the principles of environmental logistics is economically feasible; identification of methods and models of the theory of logistics, which may introduce environmental parameters; development of recommendations to assess the cost-effectiveness optimization of solutions on the basis of environmental logistics;

developing practical proposals to improve the legal framework of Ukraine in transportation and warehousing products with the requirements of environmental protection and environmental safety.

Practical use of developed directions is to improve the management system of material flows of enterprise.

Introduction of innovative ecologically hazardous production processes is very relevant area. This is especially true for waste packaging. The most seriously is the problem of recycling and waste disposal packaging material as for the big cities of Ukraine, including Lviv, Kyiv, and Odessa.

Resolve this problem possible by involving small businesses on which should organize a regional (municipal, regional) system of separate waste collection. The main advantage of small business is that such enterprises can take organization and cost-effective operation points of different types of waste. Thus, attracting small businesses will contribute to transforming wastes from sources of losses into a source of income, and participation of small and medium business – to economic growth of countries.

On the basis of the principles set out eco-logistics construction and sale of the company, the proposals to address storage and disposal of solid waste (glass) are resulting in the storage and sales.

It is found that it is necessary to finance development of technological innovative solu-

tions that reduce the total cost of environmental measures and thus increase their value. These improvements will allow Ukrainian enterprises to use more productively a wide range of material and human resources. Thus, there will be compensated expenses

associated with a reduction of impact on the environment. In this regard, further research should focus on the basis of environmental requirements, as they are important element of the design and development of sourcing and the key to success of the company.