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LOGISTICS INFRASTRUCTURE DEVELOPMENT IN UKRAINE MARITIME ECONOMY

Irtyshcheva I.O., Yakovleva I.G. Logistics infrastructure development in Ukraine maritime economy. In the article the main strategic orientations functioning logistics infrastructure in the maritime economy of Ukraine. The modern level of development of logistics infrastructure in Ukraine, analyzed the volume of cargo, including by sea. The prospects of development of logistics infrastructure in the maritime economy of Ukraine.

Keywords: Marine economy, strategic orientations, logistics infrastructure, national economy, economic development strategies.

Іртищева І.О., Яковлева І.Г. Розвиток логістичної інфраструктури в морегосподарському комплексі України.У статті обґрунтовано основні стратегічні орієнтири функціонування логістичної інфраструктури в морегосподарському комплексі України. Досліджено сучасний рівень розвитку логістичної інфраструктури України, проаналізовано обсяги вантажоперевезень, в тому числі морськими шляхами. Визначено перспективи розвитку логістичної інфраструктури в морегосподарському комплексі України.

Ключові слова: морегосподарський комплекс, стратегічні орієнтири, логістична інфраструктура, національна економіка, стратегії економічного розвитку.

Иртыщева И.А., Яковлева И.Г. Развитие логистической инфраструктуры в морехозяйственном комплексе Украины. В статье обоснованы основные стратегические ориентиры функционирования логистической инфраструктуры в морехозяйственном комплексе Украины. Исследовано современный уровень развития логистической инфраструктуры Украины, проанализировано объемы грузоперевозок, в том числе морскими путями. Определены перспективы развития логистической инфраструктуры в морехозяйственном комплексе Украины.

Ключевые слова: морехозяйственный комплекс, стратегические ориентиры, логистическая инфраструктура, национальная экономика, стратегии экономического развития.

Introduction. Modern logistics infrastructure marine economy Ukraine is characterized by a low level of development, significant price disparities, high levels of monopolization. In this regard, the priority measures of national policy towards the development of the industry, should be the development of infrastructure, formation of equal economic relations between the parties; provision of market information system, establishment of a national marketing information system.

Analysis of recent research and publications. Scientific and theoretical framework for infrastructure formed such foreign and domestic scientists as: M. Belenky, A. Borodin, T. Bronstein, Hladiyem M., Ermakova O., Zlupko S., H. Singer, Yohymsenom R., B. Krasnopolskym, V. Krasovsky, cruise E. Kuznetsov A., Nosov S., Rozenshteyn-Rodan R., Y. Yudin, A. Yanhson and others. Currently, special importance is the logistics infrastructure is in marine economy, because its operation can provide a continuous chain in which leakage may occur all necessary logistical operations of material flows.

Setting objectives. The aim of the research was to study the current state and prospects of development of logistics infrastructure in the maritime economy of Ukraine.

The main material research. Ukraine has an advantageous geographical position in the heart of Europe, access to the sea and large rivers shipping that, in general, determines its high transit potential.

Infrastructure Logistics is connecting unit between sectors of production and market infrastructure and on priority investment attractiveness. Logistics infrastructure plays a basic role in the formation and development of market economy, the national economy provides a transition to sustainable development.

The main factor behind the rapid introduction of logistics in the global economy include: the rapid development of information technology and personalization of computers; globalization of markets; structural changes in the organization of business; spread the philosophy of quality management [1, p. 23].

In fact, the active development of the global economy demands advanced search trends growth. One of them, in our opinion, is to create a logistics infrastructure both at macro and micro level. Conceptually, specialization Ukraine as a transit country follows the modern economic factors, namely:

- The rapid growth of the volume of trade between Europe and Asia and handling of sea routes;

- Creation of new corridors in which Ukraine would be logical link;

- The growth of containerization of cargo in the world.

Ukraine seaport capacity is 185 mln. Tons / year, the Dnieper and Danube are able to transport cargo from North to South and European countries [2].

Classical economics has traditionally not provided adequate value allocation of infrastructure units and designing infrastructure network as a whole. Early economic studies supply and demand difference between the cost of accommodation infrastructure and transportation costs, or taken to be zero or considered the same for all competitors. Meanwhile, the number, size and geographical location of facilities used in logistics directly affect the level of costs and customer service. Designing network infrastructure – very first duty of logistics management for the network delivers products and materials to consumers [3].

Typical objects logistics infrastructure owned manufacturing plants, warehouses, loading and unloading terminals and retail stores. Determining the required number of objects of each type, geographic location and economic functions is an essential element of all activities on formation (design) logistics infrastructure. In special cases, conduct operations in such undertakings can be transferred to outside specialists, manufacturing related services. Regardless of who actually performs the work, all the infrastructure unit should be considered in the management as integrated elements of the logistics system of the company.

Getting to the formation of the logistics infrastructure necessary to determine the number and location of each type of units (objects) required for the logistics functions. Also, you need to determine how many and which stocks should be kept at each facility and where customers place orders for supplies. Infrastructure forms the frame on which a logistics system and its work. Because of this, Infrastructure includes information and transportation facilities. Some functions, such as handling customer orders, inventory management or cargo, performed within the logistics infrastructure.

Accordingly, in a general sense the formation of logistics infrastructure should be based on the principles of rationality, consistency, comprehensiveness, balance of interests of the market, focus on customer satisfaction, environmental security implemented and existing facilities.

Thus, according to foreign sources, the use of scientifically based methods can reduce logistics costs by 20%, inventories – by 30-70%, reduce the hours of goods turnover by 20-50% [4, p. 147]. Obviously, there is a real reserve of production efficiency, however, a number of objective and subjective reasons, logistical methods we used enough. In addition, today the segment of transport logistics in global GDP is approximately 7% and is estimated at 2.7 trillion. dollars. US [5, p. 24].

Insufficient development of logistics, general logistics and infrastructure, in particular, confirm and analyzes the World Bank. This institution, promoting the development of trade and transport in Ukraine, explores issues of transport, customs, logistics and technologi-

cal support foreign trade, identifying strengths and weaknesses of the environment in which the logistics activities. In the current conditions of the global economy trading ports act as glue in the movement of goods and is also the industrial and commercial centers of distribution of goods and information support system of production and distribution of goods. Reserve intensification in market conditions favor lohisty river ports.

The main strategy in reforming the port of river ports should be integration strategy – aimed at the formation of transport logistic chains and cargo flows from their origin to the final consumer. Under the direction of integration is divided into forward and backward. The first type of integration ("forward integration") provides for consolidation of port activities with organizations towards trade flows from ports to the final consumer, the second type ("backward integration") focuses on the association of organizations active in the area from cargo origin to port.

Study of the main characteristics of the development of the port sector in developed economies allows us to formulate the main directions of development of river ports of Ukraine with the peculiarities of Ukrainian economy. These include diversification of river trade ports, which is in the area of external functions, ie those functions that are sold directly to customers ports. Processes related diversification, especially with the emergence in the port area of significant number of new enterprises and organizations, mostly small and medium, which should provide customers with new services and ports to expand the range of traditional services. Certainly the role and importance of the port as an important hub connections of water and ground transport traditionally dependent on the port location and level of economic development and transport network in the region. But with the advent and development of multimodal service caused by outsourcing, the role of ports in the global economy is becoming more significant.

Reform and port activities, especially commercial activities. This area includes the separation of business and government functions, widely observed in the practice of foreign ports. Building on areas close to the port companies and organizations that will provide industrial, trade, information, financial and other services to vehicle owners in excess of those included in the concept of port activity.

Creating a zone in the port industry or providing other business entities to create such companies, the port creates conditions for increasing its turnover and promotes economic development situated next to it regions.

Formation of a developed economic infrastructure in the port area (banks, insurance companies, consulting firms and the like) is also an important factor in attracting cargo to the port and increase its competitiveness. Development in the port area of a network of small businesses that provide freight forwarding, agency, brokerage, crewing and other services. Small business in the field of port service fits in the market structure of the port sector is a necessary condition for its existence and development in market conditions.

Formation of efficiently functioning port community that is created as an association of professional organizations taking part in the reception of ships, handling of cargo at the port, import and export of goods from the port, working in the port area to create added value products as well as major cargo owners or their representatives who are exposed to the economic impact of the port. It shall be submitted interests of all economic and administrative entities operating in the port area, or related to the port, whether public or private.

Improvement of port marketing as the most important factor in improving the competitiveness of the port. The main aspects of modern port marketing include: information-analytical, research and advertising and propaganda.

Distribution river ports activity consists of:

- The distribution of goods, ie the process of transportation;
- The distribution of information.

The first component requires the creation of a port infrastructure which provides conditions for the continuity of the transportation process, storage of goods unrelated to the technology of handling, performance, packaging and other similar works, execution of relevant documents. The second component – the development of communications infrastructure, which would have created the conditions for storage, processing and transmission of information;

Establishment of annual port hubs, which will be the link between producers and consumers. Convert river ports in cargo distribution centers due to the presence of existing large storage areas and access roads transport (rail and road).

The above areas of river ports in general reflect the potential for affecting the main activity of ports that will change the future role of ports and turn them from serving the central element in the logistics transport process and facilitate the integration of Ukraine into the European economy.

Overall, modern logistics infrastructure is characterized by several trends: minimizing costs associated with transportation, storage, customs document, which updates the management and marketing, which in turn increases the demand for logistics services and warehouse real estate; increasing demand for high quality logistics services; reduce production costs through logistics and timing between stages of production and consumption. The negative factors affecting the development of the market of logistics services is dissatisfaction demand for warehouses and insufficiently developed transport infrastructure and a lack of qualified personnel in logistics [10].

Conclusions and prospects for further research. In a globalized national economy has strategic priority is the development of marine economy. Transforming its logistics infrastructure should be based on a systems approach that includes study of its development strategy and detail a strategic and current plans for the macro and micro level. The main result of the logistic infrastructure of marine economy must become minimizing maintenance costs of material flows and their environmental safety.

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