Таким образом, существуют проблемы относительно методологии количественного выражения реализации инновационных стратегий, т.к. используется великое множество методических подходов к оценке их эффективности, разные ученые рассматривают эти вопросы с разных точек зрения. Кроме этого, рассмотрение поля указанных проблем в основном касается эффективности функционирования органов государственной власти, а механизмы реализации инновационной стратегии остаются лакуной в научных исследованиях. Проблема связана, большей частью, с проблематикой установления критериев эффективности и результативности стратегии и методами их оценки.

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ИНФОРМАЦИОННАЯ СОСТАВЛЯЮЩАЯ ЛОГИСТИЧЕСКОЙ СИСТЕМЫ ПРОИЗВОДСТВЕННЫХ ПРЕДПРИЯТИЙ

Аннотация. Процесс управления запасами производственных предприятий предполагает развитие логистических функций централизованного склада, в которой для повышения качества управления запасами и их оптимизации, обоснована необходимость развития процедур планирования, мониторинга и регулирования широкого круга параметров на основе единой информационной системы.

Ключевые слова: информационная система, логистическая система, производственное предприятие, материальные потоки.

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INFORMATION COMPONENT OF THE LOGISTICS SYSTEM OF INDUSTRIAL ENTERPRISES

Abstract. The process of inventory management of industrial enterprises involves the development of the logistics functions of a centralized warehouse, in which, in order to improve the quality of inventory management and optimization, it is necessary to develop planning, monitoring and regulation procedures for a wide range of parameters based on a single information system.

Keywords: information system, logistics system, manufacturing enterprise, material flows.

Inventory management is very important for most enterprises and organizations. As practice shows, the use of logistic approaches can provide a significant effect at different stages of production, transport and supply and sales structures, which will significantly increase their competitiveness and strengthen market positions.

In many countries with developed market economies, a large set of tools, mechanisms and entire systems of cost management in the processes of supply, production, transportation and marketing are successfully used. Many of these mechanisms and systems can be successfully applied in domestic conditions.

The study of modern management practices allows us to reveal a set of additional opportunities for improving competitiveness, including manufacturing enterprises, by reducing costs in logistics activities. They can be systematized into several groups:

- increasing the profitability of production and reducing logistics costs by optimizing relationships with suppliers and consumers;
- strengthening market positions and economic sustainability on the basis of strengthening the position by improving the quality of logistics services;
- formation of a complex of additional competitive advantages on the basis of overcoming competition between organizations of the sphere of interfacing;
- improving the parameters of economic sustainability by combining work in information and communication, logistics, marketing, research, and other areas that ensure the effectiveness of core activities.

One of the very significant prerequisites for strengthening the logistics potential of industrial enterprises in the context of the development of integration relations is logistic consolidation of flow processes achieved with vertical integration by concluding contracts for the supply of resources with all suppliers and subsidiaries with the coordinating role of the parent organization.

The study of various points of view of researchers on the issue under consideration shows that the effective management of material flows is achieved through targeted management actions [1]. In addition, another important management task is the organization of a system of information flows, providing support for the material flows of an enterprise.

Analysis of inventory management processes [2, 3] revealed a number of other problems associated with the development of an effective resource supply system for production processes. Building such a system can be considered as a reserve of economic growth and increase of competitiveness of an enterprise. Other factors are also non-permanent external environment, non-obligation on the part of suppliers. All this leads to an increase in stocks, which accumulates the financial resources of the enterprise.

Minimizing supply volumes under direct contracts with suppliers may be a real option to improve the efficiency of the resource supply system. The implementation of which, in a single information field, will allow synchronizing the rhythms of the supply of material resources.

In the research process, it was determined that in practice there are cases when large enterprises with large production volumes and a complex production logistics scheme, where it would seem possible to use solutions already tested for such volumes (MRP I, MRP II, ERP algorithms), long-obsolete methods of work are used [4]. And the point is not only in the lack of professionalism of enterprise managers, but rather in the difficulty of choosing algorithms and tools for making management decisions.

Information technology combines efficient business management software and flexible platforms based on open technology. Such technologies make it possible to provide management with reliable and timely information. The potential of open technologies allows managers to use the resources and reserves at the enterprise by analyzing the company's activities in various planes and to control the factors affecting the business performance indicators. The most difficult thing is to build a unified operational management system that will respond to the requests of employees of all departments.

Logistically organized integration processes should provide for the systematic assessment and monitoring of consolidated inventory management costs using adequate information and finan-

cial support subsystems. To improve the quality of inventory management with a focus on optimizing them, it is necessary to develop procedures for planning, monitoring and regulating a wide range of parameters. The strategy of effective inventory control, of course, recognizes the rationality of the presence of some stocks, but only in strictly reasonable amounts. Optimality criteria (validity) should be established taking into account the goals and objectives of the logistics system of the association. Such criteria may be: the level of logistic costs; lead times; delivery reliability, etc.

The consolidated inventory management scheme of a merger involves the following components: the justification of optimization criteria, the determination of allowable inventory management costs, the establishment of constraints, the modelling of resource expenditure processes and the updating of stocks.

Applying ERP standards to management functions, the basic processes of enterprise management have been developed using automated databases at the merge level, taking into account the influence of factors of incomplete and unreliable information.

The planning process:

- determination of the planning period;
- study of the specifics of the planning process as applied to the problem under consideration (multivariate calculations, limited resources, iterative calculation of the plan, the need to link the output and resources);
- drawing up a functional diagram reflecting the interrelation of tasks; development of an information planning model reflecting the technological sequence of tasks and the relationship between them.

Due to the stochastic nature of the demand, it is more expedient to use the problem of stochastic programming, constructed for a number of distribution laws [5]. When acting on the demand of many independent factors, the normal distribution law is most often used, which is characterized by integral and differential (probability density) curves. In any case, the task is reduced to solving a linear programming problem.

Procurement process:

- organization of automated procedures to ensure the smooth operation of the enterprise;
- study of the nomenclature of resources (thousands and tens of thousands), drawing up a scheme for supplying resources to production, choosing the direction of building the supply process (working “from the wheels” or creating optimal stocks);
- a description of all the processes of an open supply chain system using the “theory of inventory management”;
- identification of the main tasks (calculation of the optimal lot of deliveries, calculation of the optimal levels of stocks in warehouses) that need to be addressed:
  a) planning (material and component requirements in the enlarged nomenclature for the production program; specific requirements for materials and components; limit and receipt lists materials; schedule for submission to the plots under the calendar plan; requirements for fuel and energy resources);
  b) operational accounting and control (operational accounting for the movement of materials in warehouses and for the enterprise as a whole; determination of materials in short supply; accounting for material losses from rejects; accounting for waste materials; monitoring the progress of deliveries);
  c) analysis (determination of the actual cost of materials and identification of deviations from the standards; analysis of the production of materials for the upcoming planning period; drawing up a summary statistical report).

Sales process:

- scheduling supplies;
- determination of the level of finished products in warehouses;
- drawing up a plan for shipping finished goods;

- analysis of the deficient positions of finished products and the security of finished product supplies;
- drawing up a plan for the sale of finished products;
- accounting of sales and inventory of finished goods.

Combining the enterprises of the association into a single information network will allow organizing the interaction of the processes described above, based on the primary information entered once and then re-using it, which will improve the operational management of logistics processes in enterprises in real time.

In practice, an integrated information system implements the functions of coordinating the activities of various enterprises, providing them with a common platform for working with suppliers and customers. From these positions, the task of the information system is to correct the situation when the supply, marketing, service and sales services operate autonomously from each other, and their vision of the needs of enterprises often does not coincide and actions are not coordinated. The effect of such interaction is manifested in the fact that decision-making processes by means of automation are delegated to lower levels and unified. On this basis, the speed of responding to requests increases, the rate of turnover increases and costs are minimized.

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ПРАВА ПОТРЕБИТЕЛЕЙ В УСЛОВИЯХ ТРАНСФОРМАЦИИ ЭКОНОМИКИ

Аннотация. Рассмотрены некоторые вопросы организации защиты прав потребителей в условиях перехода к цифровой экономике, как на международном, так и на уровне Российской Федерации. Рассмотрены возможности и вопросы, которые возникают в связи с переходом на цифровые технологии, как со стороны потребителя, так и со стороны производителя.

Ключевые слова: цифровая экономика, управление, качество, потребитель, производитель, эффективность, защита прав потребителя.