

## INNOVATIVE APPROACHES TO TRANSPORT LOGISTICS DEVELOPMENT IN UKRAINE

Current economic conditions and the speed at which information, resources, and products are exchanged in the marketplace new, more stringent requirements for transport logistics. One of them is the need for the constant introduction of innovation in all stages of the transport and logistics process.

The article explores the existing innovative approaches to the development of transport logistics used in domestic and foreign practice to improve the efficiency of cargo delivery. Taking into account the European integration intentions of Ukraine, it has been conducted the analysis of causes and directions of innovation introduction in logistics by different reasons in the context of individual European countries. Based on the basis of the analysis of directions and indicators of the development of transport logistics in Ukraine, it has been proposed and substantiated innovative approaches to its further development in the conditions of strengthening of globalization processes and informatization of economy, and the directions of their practical application. It has been established that the least significant reason for the innovative development of transport and logistics enterprises is the response to changes in the regulatory legal field, and the most important reason is the increase in efficiency of an enterprise. In the second place, the importance of discovering new market opportunities.

Based on the World Bank's Logistics Performance Index, it has been indicated a decline in the quality of logistics infrastructure in Ukraine in 2018. As a result of the generalization of domestic and foreign experience, it has been suggested innovative approaches to the development of transport logistics and the directions of their practical application. The proposed innovative approaches to the development of transport logistics are a platform where advanced stakeholder ideas are used to create new value or experience for all stakeholders at international and national levels.

**Keywords:** transport logistics; innovation; development; competitiveness.

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