

СЕКЦИЯ 7
**ПРОБЛЕМЫ И ТЕНДЕНЦИИ РАЗВИТИЯ ЛОГИСТИКИ
 В СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ УСЛОВИЯХ**

THE SUPPLY CHAIN MANAGEMENT: CHALLENGES AND SOLUTIONS

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At its core, the supply chain management is the management of the flow of goods, data, and finances that are tied to a product or service. The scope of this management goes from the supply of raw materials to the delivery of the product, to the destination. Although many people are responsible for logistics and the supply chain, this activity is only one of the building blocks of the chain. Today's digital supply chain management systems include material handling, software for all parties involved in the creating products or services, fulfilling orders and tracking information. They involve the suppliers, manufacturers, wholesalers, transportation and logistics service providers, retailers. The activities of the supply chain management encompass the procurement, product lifecycle management, supply chain planning (including the inventory planning and maintenance of assets and production chains of the enterprise), logistics (including the transport and fleet management) and order management. The supply chain management can also extend to activities related to global trade, such as the management of global suppliers and multinational production processes.

The supply chains have been around for a very long time. They were born with the very first product or service created and sold. With the advent of industrialization, the supply chain management has become more sophisticated, which has enabled the enterprises to produce and deliver goods and services more efficiently. Over time, incremental changes (like computers) have brought additional levels of sophistication to supply chain management systems. However, for generations, the supply chain management has remained largely a linear function, siled and managed by the supply chain specialists [1, p. 48].

However, the Internet, technological innovations and explosion of the global demand-driven economy have changed everything. Today's supply chain is no longer a linear entity. Rather, it is a complex collection of disparate networks that can be accessed at all times. At the center of these networks are the consumers, who expect their orders to be filled when they're ready and how they want.

We are now living in the era of unprecedented global and commerce activity, marked by continuous technological innovations and changing customer expectations. The best modern supply chain strategies require a demand-driven operating model that can successfully bring people, processes, and technologies together, with built-in capabilities to deliver goods and services faster and more accurately.

While the supply chain management has always been a fundamental part of the enterprise, today's supply chain is more important than ever as a marker of business success.

The enterprises that can effectively manage their supply chain and adapt to a volatile and ever-changing, technology-driven business environment are the ones that will survive and thrive.

The current application of new technologies to manufacturing has been dubbed Industry 4.0, or the fourth industrial revolution. In this latest iteration of the industrialization, the technologies like the machine learning, Internet of things, automation and the proliferation of sensors are transforming the way enterprises manufacture, maintain and distribute new products and services. We can say that Industry 4.0 is based on the supply chain [2].

In the industry 4.0, the way enterprises apply the technologies to the supply chain is fundamentally different from what has been done in the past. For example, as part of the maintenance function, the enterprises typically wait until a machine breaks down before repairing it. The smart technologies are the basis of this change in principle. We can now predict the failures before they occur, and then take action to prevent them, so the supply chain can continue uninterrupted. Managing today's supply chains is the use of technologies that make the supply chain and the entire enterprise, smarter.

The industry 4.0 also has a significant advantage over the traditional supply chain management, as it enables harmonized planning and execution while delivering substantial savings. For example, the enterprises that work according to a production plan model, in which the production of products is linked as closely as possible to customer demand, must have accurate forecasts. It involves juggling many inputs to ensure that what is produced will meet market demand without exceeding it, thus avoiding costly excess inventory. Intelligent supply chain management solutions can help you meet customer demand, while meeting your financial targets.

The smart supply chain management also offers other benefits. For example, it can free employees from the supply chain so that they can contribute to the business in ways that add value. Better supply chain management systems, which automate routine tasks, can provide supply chain professionals with the tools they need to successfully deliver the products and services for which the supply chain is. destiny.

The supply chain management has always been a matter of improving efficiency and reducing costs. While these needs have not changed, the customer now plays a central role in setting supply chain management priorities. They say that customer experiences live and die in the supply chain.

The customer loyalty is based on the enterprise's ability to meet their expectations quickly and accurately. The management of raw materials, manufacturing, logistics, transactions and orders must be coordinated, so that the customer can receive his product within a reasonable time. To do this, the enterprises need to look at their supply chains from the customer perspective. It's not just about getting the order to the customer on time, it's about doing everything at the right time, before, during and after the delivery of the order [3].

Today's supply chain is extensive, deep and ever-changing, which means it must be nimble to be effective. In the past, supply chains met the needs of the enterprise and customers from a linear model, little affected by change. The consumers now have many choices in how they buy products: in-store, online, etc. They also expect higher and higher levels of personalization. An agile supply chain can meet these expectations.

In addition, the sourcing of the supply chain has become very fluid. For example, the geopolitical and economic developments can have a significant impact on the supply chain.

The challenges of the supply chain go beyond efficiency and cost management issues. The changing circumstances can also affect compliance. Your supply chain management system must be flexible enough to withstand the full impact of changes in the supply chain, including the various and changing regulatory requirements. An intelligent supply chain management system can help you be more efficient and reduce the costs, while ensuring compliance with a variety of evolving legal mandates.

The enterprise needs to know what's going on with all aspects of its supply chain at all times. The intelligent supply chain management solutions give it that capability. When considering the supply chain management solutions, look for a system that uses blockchain to facilitate the visibility and analysis of capacity building, within the supply chain management processes. supply. This ensures traceability, repudiation and trust throughout your supply network.

Today's supply chain management systems are advanced, comprehensive software suites that help businesses manage and optimize their supply chains, as a complete ecosystem. By integrating cloud technologies, these systems allow businesses full visibility into the supply chain and have the necessary scalability characteristics to respond to market fluctuations, whether down or down the rise. With a demand-driven supply chain, you can meet increased customer expectations, enjoy shorter product life cycles, and respond to fluctuations in demand.

The supply chain of the future is a question of receptivity and experience of the customer. It is important to envision and manage operations using a network structure, rather than a linear model. Each node in the network must listen to the needs of the consumer and be able to respond to different factors, such as sourcing, trade policies and shipping methods.

The cutting-edge technologies will increasingly be used to improve the transparency and visibility across this network, as well as to enable the connectivity and use of supply chain management. All planning of the supply chain management will become smarter, to accommodate consumer demands. The capacity to adapt will be essential.

In the past, the supply chain planning has been a recurring business exercise. In the future, it will be done continuously. The future supply chain management systems will also allow better alignment of the planning and execution, which is a current challenge for most enterprises. The need for speed and accuracy in the supply chain management will only increase. Make sure your supply chain is fit for the future by supporting it with a smart supply chain management system.

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УПРАВЛЕНИЕ ЦЕПЯМИ ПОСТАВОК: ПРОБЛЕМЫ И ПУТИ ИХ РЕШЕНИЯ

В статье раскрыта экономическая сущность управления цепями поставок, дана краткая история возникновения и развития управления цепями поставок, установлены место и роль управления цепями поставок в четвертой промышленной революции. Показано необходимость клиента как конечного потребителя продукции фокусного предприятия цепи поставок в обеспечении и повышении эффективности функционирования цепи поставок. Доказано необходимость гибкости цепи поставок для быстрого реагирования на происходящие во внешней среде изменения, имеющие прямое влияние на процесс управления цепями поставок. Выявлены проблемы, препятствующие эффективному управлению цепями поставок и предложены пути их решения для обеспечения будущего данного важнейшего стратегического направления развития логистики.

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Для научных работников, докторантов, аспирантов, действующих практиков и студентов учреждений высшего образования, изучающих экономические дисциплины.

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