

Implementation of Innovative Logistics Technologies Into the Enterprise's Activities as a Tool for Increasing competitiveness

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In today's conditions of growing competition, enterprises are constantly looking for effective ways to increase their competitiveness. An important tool of this process is logistics, namely the introduction of the latest logistics technologies that allow optimizing material and information flows, reducing costs, and increasing the speed and quality of customer service. Logistics has long gone beyond the simple delivery of goods to become a strategic management function that encompasses digitalization, automation and innovative solutions, ensures efficient management of complex supply chains, rapid adaptation to dynamic market changes and the formation of sustainable competitive advantages.

Industry 4.0 trends, which are changing approaches to supply chain management, are of particular importance in logistics today. It is thanks to these technologies that enterprises get the opportunity to respond more quickly to fluctuations in demand and reduce costs. As noted in scientific research, «research interest in Industry 4.0 is due to the rapid development of digital technologies, the need to automate and optimize logistics processes, the growing requirements for the efficiency of supply

