

Bril M. Development of a competitiveness management model for agri-food products based on logistics integration and integrated assessment / M. Bril, T. Larina, I. Shapovalova et al. // Technology Audit and Production Reserves. – 2026. – No. 4/4 (90). – P. 82–91.

Abstract. The object of research is the competitiveness management system of Ukraine's agri-food products. The research addresses the problem of insufficient theoretical substantiation of the impact of logistics integration on the competitiveness of Ukraine's agri-food products under current conditions. The aim of the research is to develop a model for managing the competitiveness of agri-food products based on logistics integration using the Integrated Logistics Competitiveness Index (ILCI). The findings confirm the significant impact of logistics integration on the competitiveness of agri-food products. Based on statistical data for the period 2018–2024, the Integrated Logistics Competitiveness Index (ILCI) was calculated. The index enabled a comprehensive assessment of the competitiveness of agri-food products. The analysis showed that the index reached its highest value of 0.696 in 2021. In 2022, it declined to 0.367 due to disruptions in logistics infrastructure and changes in export routes for agri-food products. By 2024, the index had recovered to 0.606, indicating the adaptation of agri-food supply chains through the diversification of transport routes and deeper integration into European logistics networks. A key feature of the obtained results is the integration of a conceptual competitiveness management model for agri-food products with its empirical validation based on integrated index assessment and robustness analysis. The practical significance of the research lies in its potential application to the development of public policy aimed at advancing agri-food logistics, improving supply chain management mechanisms, and enhancing the competitiveness of Ukrainian agri-food products in international markets.

Keywords: agri-food products, logistics integration, competitiveness, supply chain management, Integrated Logistics Competitiveness Index.