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THEORETICAL APPROACHES AND VIEWS ON LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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Annotation. This article analyzes theoretical approaches and scientific views on logistics and supply chain management. The formation of the logistics system, its role in increasing economic efficiency, as well as the evolution of supply chain management concepts are covered. The study comparatively studies scientific views, starting from classical logistics theory to modern digital and sustainable supply chain management approaches. Also, the theoretical foundations of effective management based on the concepts of “Just-in-Time”, “Lean Supply Chain”, “Agile” and “Green Logistics”, are analyzed. The article covers theoretical aspects of increasing the competitiveness of an enterprise through the use of innovative technologies in logistics processes, digitalization, and system integration.

Keywords: logistics, supply chain management, theoretical approaches, management concepts, "Just-in-Time", "Lean", "Agile", "Green Logistics", digitalization, efficiency, competitiveness.

Introduction. The evolution of logistics is associated with ancient Greece and the Roman Empire. However, some scholars consider the emergence and development of the Great Silk Road to be an even earlier source. Of course, in the III-II centuries BC the term "logistics" itself was not yet used, but at that time the management of the processes of movement of material flows across space (now understood as logistics) already existed. In addition, the development of trade activities, including international trade, has always encouraged the creation of optimal ways of delivering goods to the final consumer. Thus, the famous Silk Road, the Great Tea Road, the Gansu trade routes, the spice road, numerous salt roads and other routes operated very successfully.

The Great Silk Road (Via Maris) is a system of caravan trade routes that connected the countries of Eurasia from Western Europe to China from the 2nd to the 15th centuries BC. The ancient Chinese official Zhang Qian played a decisive role in the formation of the Great Silk Road as a trans-Eurasian highway. In 138 BC, he was the first Chinese to visit Central Asia, Sogdiana and Bactria (the territories of modern Uzbekistan, Tajikistan and Afghanistan). He learned about the great demand for Chinese goods in these lands and saw many things that the Chinese did not know about. Returning to China in 126, he presented a report to the emperor on the advantages of direct trade between China and the Central Asian states.

Therefore, it is right to speak of the Silk Road as a route connecting all the great civilizations of the ancient world, China, India, the Middle East and Europe, from this very moment. This vast system of caravan routes existed for more than one and a half thousand years and was considered much longer than other land trade routes. Although the routes of the Silk Road changed at different times, there were two main routes connecting East and West:

- Southern route - the route starting from northern China and continuing through Central Asia to the Near East and Northern India;
- Northern route - the route from northern China through the Pamirs and the Aral Sea to the lower Volga and the Black Sea basin.

Literature review. Thus, the emergence, existence and development of the above-described trade routes reveal the origins of modern logistics, its ideas, demonstrate the desire and possibilities of optimizing the movement of material flows in historically uncertain economic conditions. However, the result of observing long evolutionary processes shows that logistics was widely used in the military sphere (military logistics) in many cases in the world. The Byzantine emperor Leo VI (865-912) was called the sage of military logistics. During his time, the tasks of logistics included arming the army, providing it with military equipment, timely and fully satisfying its food needs, and, accordingly, preparing each movement of a military campaign. A special position of logistician was established in the army of the Byzantine Empire. The first author of a military work on logistics is the French military theorist Antoine Henri Jomini (1779-1869).

For some time he worked in Russia under the name Henri Veniaminovich Jomini. In Tsarist Russia, his 15-volume capital work, which included separate works on the history of revolutionary wars, was published. These include the works “Treatise on Major Military Operations” published in 1804 and “General Rules of Military Art” published in 1817. In his works, he emphasized that logistics covers a wide range of issues, including planning, management, material and technical, food supply of troops, as well as determining their location, building roads, fortifications, etc. Some of the principles of logistics developed by Jomini were also used in the Napoleonic army (1812), but logistics as a military science is considered to have been formed only in the middle of the 19th century. On a large scale, the principles and approaches to logistics in military affairs were developed during the Second World War. In this war, the US Army demonstrated this especially skillfully. Thanks to the coordinated interaction of the military-industrial complex, the transport system, and supply bases, the United States was able to organize a stable supply of food, weapons, ammunition, equipment, and military equipment to the Allied forces stationed in Europe.

Analysis and results. The main goods on the Great Silk Road were silk fabrics and raw silk. They were the most convenient goods for transportation over long distances, since silk was considered a light and very expensive product. In Europe, it was sold more expensive than gold. In the Middle Ages, China also exported porcelain and tea. The countries of the Middle East and Central Asia specialized in the production of woolen and cotton fabrics, which were transported eastward to China via the Silk Road. The Great Silk Road became a channel for the constant exchange of cultural achievements - new goods, knowledge and ideas. The organization of interstate trade required special conditions for caravan trade: shipping points, specialized markets, a stable monetary settlement regime and protection of the property rights of foreign merchants. These elements of the market infrastructure have been preserved along the Eurasian routes for more than one and a half thousand years. The Silk Road and ancient trade routes are being re-examined in recent times as a global network that connects many cultures and countries.

The decline in the status of the Great Silk Road is primarily associated with the development of merchant shipping along the coasts of the Near East, South and Southeast Asia. In the 14th-15th centuries, sea trade turned out to be much more attractive than dangerous land caravan routes:

-firstly, the sea route from the Persian Gulf to China took about 150 days, while the caravan route from Azov to Beijing took 300 days;

-secondly, one ship carried a much larger amount of cargo than a caravan (consisting of hundreds of camels).

Returning to the question of the origin of the term "logistics", it should be noted that most researchers believe that the origin of the word "logistics" goes back to ancient Greece. The ancient Greeks defined logistics as "the art of calculation" or "the art of thinking, calculation." The highest government officials who controlled economic, commercial, and financial activities were called logisticians. According to Archimedes (287–212 BC), there were 10 logisticians in ancient Greece. The term "logistics" was also used in the Roman Empire. There, it was used as a designation for the rules for distributing food, and the officials involved in distributing food were called "logists".

Military logistics is a set of tools and methods necessary for the delivery of people, equipment, ammunition to the place of hostilities, as well as for planning and organizing activities for the preparation and implementation of these processes. In the 19th century, logistics began to be used in the non-military sphere in parallel with the military sphere. In the works of the famous German mathematician G. Leibniz (1646-1716), logistics was used in the sense of mathematical logic. Mathematical logic (as logistics) was widely used in the study of mathematical relationships (laws), in the design of technical, economic and other systems. Military logistics and mathematical logic became the basis for the development of the economic direction of logistics (business logistics). In the early 50s of the 20th century, the term "logistics" began to be used in business, and by the 70s it had become firmly established in this environment.

In the economic and scientific literature, experts distinguish two principal directions in defining logistics. The first direction is a functional approach to the process of goods movement, that is, it considers the issues of managing all physical (natural) operations performed in the delivery of goods from the supplier to the consumer. The second direction is a much broader approach, which, in addition to managing goods movement operations, also includes the tasks of analyzing the market of suppliers and consumers, coordinating supply and demand in the market of goods and services, and harmonizing the interests of participants in the movement of commodity and material resources.

Within the framework of the above approaches, there are many different options for the definitions of logistics. As a result of their analysis, all definitions can be divided into three classes: definitions from a management, economic and operational point of view. For example, in the definition of Professor G. Pavellak, the main emphasis is on the issue of management. According to him, logistics is the process of planning, managing and controlling the flow of material resources and products entering, processing and leaving the enterprise, as well as the flow of information related to them.

In the definitions of some experts, the main emphasis is on the economic aspect of logistics. In a reference book published by one of the largest German transport and forwarding companies, Danzas, logistics is defined as “a system of obtaining a high level of profit, starting from the purchase of raw materials and material resources, passing them through the technological processes of production and delivery of finished products to consumers, and as a

result of accelerating and optimizing the flow of information related to them within and outside the enterprise."

Some definitions of logistics take into account its economic and management aspects. For example, the definition given by German professor Pfol considers the planning and control of the movement of material resources and the reduction of costs associated with delivery and information provision.

The end of the 19th century and the 1950s are traditionally called the period of fragmentation, during which logistics was not considered an integral means of managing material flows in business by reducing overall costs. During this period, individual logistics operations and functions were important in terms of reducing costs. For example, attention was paid only to individual functions, such as minimizing costs in the supply of material equipment or reducing transportation costs.

During the period of fragmentation, the following prerequisites for the concept of logistics were formed:

• increase in inventories and transportation costs in goods distribution systems;

• increase in transport tariffs;

• emergence of the concept of marketing.

Conclusion. The US economy of that period testifies to the fragmentation stage of logistics evolution. During the period under consideration, the United States had a rapidly developing market, characterized by the introduction of new production technologies (for example, in the automotive industry), a high level of specialization, an abundance of natural resources, a good investment climate, and minimal state regulation of the economy. Producers of goods and services were barely able to meet the growing market demand. Naturally, in such conditions, the main focus of management was on how to fill the market, that is, other logistical activities (supply, purchasing management, inventory management) were ignored, and the search for technical and technological reserves in the production of products, that is, the organization's overall costs and customer satisfaction were not paid attention to.

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