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ASSESSING THE EFFECTIVENESS OF GREEN LOGISTICS IN FURNITURE WHOLESALE ENTERPRISES

The article develops a scientific and methodological approach to evaluating the effectiveness of green logistics in furniture wholesale enterprises. Contemporary approaches to assessing green logistics performance in domestic and foreign enterprises are systematized, and their advantages and limitations are identified. The role of green logistics as a key element of the strategic development of trade enterprises is substantiated, ensuring a balance between economic efficiency, environmental responsibility, and social orientation of business. Key environmental trends in logistics are identified, and their impact on the transformation of logistics processes in domestic enterprises is determined. The functional areas of green logistics implementation are generalized, taking into account the specific features of furniture wholesale enterprises.

The purpose of the article is to substantiate a scientific and methodological approach to evaluating the effectiveness of green logistics in furniture wholesale enterprises.

The research methodology is based on the application of a systems approach, methods of analysis and synthesis of scientific sources, comparison, structuring, and theoretical generalization to identify the features of implementation and evaluation of green logistics in furniture wholesale enterprises.

The results of the study include the development of a scientific and methodological approach to evaluating green logistics performance, which takes into account the interrelationships between goals, criteria, and performance indicators of logistics activities. An integral index for assessing green logistics effectiveness is proposed, enabling a comprehensive evaluation of the level of environmental transformation of logistics processes through the aggregation of indicators across key functional areas: green procurement, environmentally friendly transportation, sustainable packaging, green warehousing, reverse logistics, and transversal processes. It is proved that the proposed approach enhances the validity of managerial decision-making, contributes to the optimization of logistics processes, reduces costs, and minimizes environmental impact. It is established that existing approaches to evaluating green logistics have limitations related to insufficient consideration of industry-specific features and the complexity of practical application, which necessitates their improvement. Prospects for further research are associated with testing the proposed approach, determining weighting coefficients of indicators, and expanding the system of evaluation indicators considering the digitalization of logistics processes.

Keywords: green logistics, efficiency, furniture wholesale, supply chains, integral index, environmental performance, logistics system.