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GREEN LOGISTICS AS A TOOL FOR INNOVATIVE DEVELOPMENT OF THE SALES STRATEGY OF A WHOLESALE ENTERPRISE

The article substantiates the role of green logistics as a tool for the innovative development of the sales strategy of wholesale trade enterprises under conditions of digital transformation, intensifying environmental requirements, and wartime logistics constraints in Ukraine. The necessity for this study arises from the imperative to transform conventional distribution models, which are predominantly focused on cost minimization and delivery speed, into integrated management systems that integrate digitalization, innovative development, and sustainability principles. A review of domestic and foreign scientific literature reveals a research gap concerning the comprehensive integration of green logistics principles into the strategic sales management of wholesale trade enterprises, taking into account modern innovative technologies. The external environment factors necessitating the implementation of green logistics in Ukrainian wholesale trade enterprises are systematized, including military risks, rising logistics costs, supply chain reorientation, European Union environmental requirements, and the digitalization of trade. Drawing on official 2025 data from the State Statistics Service of Ukraine, the current state of the wholesale trade sector is characterized, revealing that wholesale turnover growth has significantly lagged behind retail turnover since 2021, while the share of domestically produced goods in wholesale turnover has declined substantially due to wartime supply chain disruptions. Practical examples of green logistics implementation by leading Ukrainian wholesale distributors are presented. The article proposes an original integral indicator for assessing the innovative development of sales strategy on the basis of green logistics, which combines logistics efficiency, the level of digital transformation, the environmental friendliness of operations, and the effectiveness of sales activity, each weighted and normalized according to explicitly defined criteria. Prospects for further research are identified, related to the empirical verification of the proposed model through a survey of Ukrainian wholesale trade enterprises.

Keywords: green logistics, sales strategy, wholesale trade, innovative development, digital transformation, integral indicator, sustainable development.