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MANAGEMENT OF LOGISTICS SYSTEMS OF ENTERPRISES BASED ON DIGITALIZATION AND MODELING OF BUSINESS PROCESSES

The article is devoted to the development of modern approaches to the management of logistics systems of enterprises in the conditions of digital transformation of the economy using business process modeling tools. The features of the functioning of logistics systems in the digital environment are revealed, the factors influencing the effectiveness of logistics activities are identified, and the role of information technologies in ensuring the continuity of material, information and financial flows is summarized. Attention is focused on the need to integrate digital platforms, process management and analytical support as the basis for increasing the efficiency of logistics management. A methodological approach to a comprehensive assessment of the level of digital development of logistics systems using integral indicators of digital logistics maturity, process efficiency and integrated logistics productivity is formed. The proposed approach was tested on the example of enterprises of various types of economic activity, which made it possible to assess the state of digitalization of logistics processes, the level of organization of business processes and the effectiveness of the functioning of logistics systems. The functional components of logistics management were systematized and a conceptual model was built that reflects the relationship between digitalization, process modeling and management decision-making. The results obtained confirm that the comprehensive implementation of digital technologies and process modeling ensures a reduction in logistics costs, acceleration of business process execution, more rational use of resources, improvement of the quality of logistics services and strengthening of competitive advantages of enterprises. The practical significance of the study lies in the possibility of applying the proposed methodological provisions for the modernization of logistics management systems, optimization of business processes, improvement of information and analytical support and increasing the efficiency of management of logistics activities of enterprises in the digital economy.

Keywords: logistics systems; logistics management; digitalization; digital transformation; business process modeling; process approach; digital technologies;

business process management; logistics business processes; digital logistics; information and analytical support; integrated management; efficiency of logistics systems; competitiveness of enterprises; digital economy.