

Ukrainian State University of Railway Transport

Department of Management, Public Administration and HR Technologies

STRATEGIC MANAGEMENT OF LOGISTICS ACTIVITIES OF THE ENTERPRISE IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

Explanatory Report and Analytical Calculations
to the Master's Qualification Thesis
under the educational program "Sustainable Logistics and Supply Chain Management"
specialty 073 "Management"

KPM 073. 12111571 ПЗ

Prepared by the Master's Degree Student
(second cycle of higher education)
(the work was performed independently in
accordance with academic integrity
principles)
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ABSTRACT

This qualification work includes 12 presentation slides and a 73-page explanatory report (A4 format), containing 8 figures, 13 tables, and 82 referenced sources.

Keywords: STRATEGIC MANAGEMENT, LOGISTICS ACTIVITIES, SUSTAINABLE DEVELOPMENT, INTEGRAL INDICATORS, STRATEGY MODELLING.

The object of the study is the logistics activities of the enterprise within the system of strategic management.

The purpose of the work is to substantiate and develop a system of strategic management of the enterprise's logistics activities under the conditions of sustainable development.

The thesis examines the theoretical foundations of strategic logistics management within the sustainable development paradigm and summarises modern models and tools, including digitalisation, integrated logistics approaches, and green logistics principles. Using the case of LLC "Nikomed," an analysis of logistics, financial, and environmental performance for 2021–2024 was conducted, key trends were identified, and integral sustainability indicators were constructed.

Strategic directions for the development of logistics activities were formulated, a model of strategic trajectories and forecast scenarios was developed, and recommendations were provided to enhance management efficiency, environmental responsibility, and digital transformation.

The obtained results can be applied to improve the systems of strategic management of logistics activities in pharmaceutical enterprises and other organisations implementing the principles of sustainable development.

АНОТАЦІЯ

Дана кваліфікаційна робота включає в себе 12 слайдів презентації, 73 аркуші пояснювальної записки формату А4, що містять 8 рисунків, 13 таблиць та 82 використане літературне джерело.

Ключові слова: СТРАТЕГІЧНЕ УПРАВЛІННЯ, ЛОГІСТИЧНА ДІЯЛЬНІСТЬ, СТАЛИЙ РОЗВИТОК, ІНТЕГРАЛЬНІ ІНДИКАТОРИ, МОДЕЛЮВАННЯ СТРАТЕГІЙ.

Об'єктом дослідження є логістична діяльність підприємства в системі стратегічного управління.

Метою роботи є обґрунтування та розроблення системи стратегічного управління логістичною діяльністю підприємства в умовах сталого розвитку.

У роботі розглянуто теоретичні засади стратегічного управління логістикою в контексті сталого розвитку, узагальнено сучасні моделі та інструменти, включаючи цифровізацію, інтегровані логістичні підходи та принципи «зеленої логістики».

На прикладі ТОВ «Нікомед» проведено аналіз логістичної, фінансової та екологічної результативності за 2021–2024 рр., визначено ключові тенденції та побудовано інтегральні показники сталості.

Сформовано стратегічні напрями розвитку логістичної діяльності, розроблено модель стратегічних траєкторій і прогностні сценарії, а також надано рекомендації щодо підвищення ефективності управління, екологічної відповідальності та цифрової трансформації.

Отримані результати можуть бути використані для вдосконалення стратегічного управління логістичною діяльністю підприємств фармацевтичної галузі та організацій, що впроваджують принципи сталого розвитку.

Ukrainian State University of Railway Transport

Faculty of Economics

Department of Management, Public Administration and HR Technologies

Higher Education Level: Master

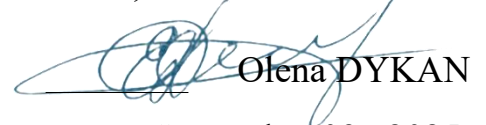
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Specialty: 073 "Management"

APPROVED

Head of Department

Professor, Doctor of Economics

 Olena DYKAN

September 09, 2025.

ASSIGNMENT FOR THE MASTER'S QUALIFICATION WORK Daryna KYRYLOVA

1 Topic «Strategic Management of the Enterprise's Logistics Activities under Conditions of Sustainable Development»

supervisor Iryna Nazarenko, PhD in Economics, Associate Professor

approved by the Order of the Faculty of Economics dated February 07, 2025 No. 58/25

2 The deadline for submission of completed work by a higher education applicant is December 12, 2025

3 Initial data, Explanatory notes, and reports on the production and economic activities of the enterprise for 2021–2024; enterprise reporting for 2021–2024; regulatory, legislative, and scientific literature on strategic management and logistics activities.

4 Content of the calculation and explanatory note (list of issues to be developed)

Scientific Approaches to the Essence of Strategic Management in the Context of Sustainable Logistics. Models of Strategy Management for Logistics Systems and Supply Chains. Functions, Methods and Instruments of Strategic Management of Logistics Processes. Organisational and Economic Characteristics of the Enterprise and Its Logistics System. Analysis of the Efficiency of Logistics Processes of LLC "Nikomed". Assessment of the Enterprise's Strategic Position Using Sustainability Indicators. Assessment of the Enterprise's Strategic Position Using a SWOT Matrix. Assessing the Impact of War-Related Risks on the Strategic Resilience of Logistics Activities. Formation of Strategic Directions for the Development of Logistics Activities in the Context of Sustainable Development. Modelling Strategic Trajectories of Logistics Development Using Integrated Sustainability Indicators and Forecasting Tools.

5 List of graphic material

1 Theoretical and Methodological Foundations of Strategic Management in the System of Sustainable Logistics – two slides. 2 in the Context of Sustainable Development of

Strategic Management of the Logistics Activities of LLC “Nikomed”– three slides. 3
Strategic Management of Logistics Activities at LLC “Nikomed” in the Context of
Sustainable Development – five slides.

6 Individual Section Consultants

Section	Surname, initials, title and academic degree Consultant	Signature, date	
		The task was issued by	task Took

7 Assignment Date September 09, 2025

CALENDAR PLAN

Stage name	Deadline for the implementation of the stages of work	Note
1 Theoretical and Methodological Foundations of Strategic Management in the System of Sustainable Logistics	10.10.2025	
2 Assessment of Strategic Management of the Logistics Activities of LLC “Nikomed”	05.11.2025	
3 Strategic Management of Logistics Activities at LLC “Nikomed” in the Context of Sustainable Development	08.12.2025	
Graphic part	10.12.2025	

Higher education applicant





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Rev.	Sheet	Document No.	Signature	Date	Strategic Management of the Enterprise's Logistics Activities in the Context of Sustainable Development			Ref..	Sheet	Sheets		
Prepared by	Kyrylova D.V.									5	73	
Reviewed by	Nazarenko I.L.							UkrSURT				
Standards Control	Krykhtina Y.O.											
Approved by	Dykan O.V.											

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