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TRANSFORMATIONAL PROCESSES OF LOGISTICS ACTIVITIES OF CORPORATE ENTERPRISES IN INTEGRATION WITH THE DIGITAL ECONOMY

Introduction. Modern economic conditions encourage corporate enterprises to strengthen their positions in the market environment of enterprises. Almost any line of business today is characterized by a high level of competition. In order for companies to be competitive, they must intensify investment processes. An important role in the above-mentioned processes is played by investment attractiveness, which is a catalyst for the expansion of corporate enterprises. These opportunities must meet the conditions of investors. For corporate enterprises, one of the priority tasks of improving investment activities is the search for potential investors and providing them with information about the feasibility of investing.

Determining the level of one's own investment attractiveness is not the ultimate goal of an investment-seeking enterprise. It is necessary to develop and implement measures to increase investment attractiveness, which are aimed at attracting new investors and improving investment conditions. If there are better prospects for the development of the enterprise, then investors will be ready to invest even more funds in the enterprise.

Among the factors and reserves of increasing investment attractiveness, we have identified and studied in detail four groups: financial and economic, social, informational and environmental.

Issues of sustainability of transport and logistics enterprises, development and implementation of innovations, use of investments are becoming more and more relevant. However, globalization processes, the orientation of society and the governments of developed countries to solving the issues of transport infrastructure actualize the research of problematic aspects and

prospects for the introduction of innovations and investment of enterprises.

The purpose of the study is to determine the transformational processes of the logistics activities of corporate enterprises.

Theoretical framework. Determining the level of one's own investment attractiveness is not the ultimate goal for corporate enterprises seeking investment. It is necessary to develop and implement measures to increase investment attractiveness aimed at attracting new investors and improving investment conditions. If there are better prospects for the development of a corporate enterprise, then investors will willingly invest.

An increase in investment attractiveness can result from direct improvements in productivity, such as increased working capital through debt reduction, and indirect, such as increased staff motivation, which ultimately leads to improved financial performance. But the relationship between such factors and financial ratios is much more difficult to trace.

Among the active factors and reserves for increasing investment attractiveness, we identified and studied in detail four groups: financial and economic, which directly affect the level of attractiveness of the enterprise, and three groups of factors: social, informational (fig. 1).

Fixed assets are used in a variety of ways. It is directly determined by the ratio of the dynamics of equipment prices to labor productivity; liquidation value of fixed assets; equipment quality; cost structures of fixed assets, aging structures; the level of material and technical support and components; the degree of participation of new modern equipment, the level of loading of equipment in the production process, the term and interval of maintenance of fixed assets, etc.



Fig. 1. Factors of increasing friendliness, innovativeness and investment attractiveness

Source: compiled by the authors [1; 3].

Reducing the working capital cycle is achieved primarily by reducing the time spent on accounts receivable, current accounts and the cash register. It is also important to monitor the timely transfer of working capital from the sphere of circulation to the sphere of production and vice versa.

A certain degree of liquidity of the company's assets is always present, but potential investors are interested so that if there is an immediate need, they could get the invested funds as soon as possible. If all the assets of the enterprise consist of cash, ie are absolutely liquid, the possibility of immediate return of funds to their depositors is resolved. However, the implementation of the maintenance process and, as a consequence, the increase in value added is impossible. Therefore, in the process of increasing liquidity, its measure is very important. Quantitatively, this is achieved by complying with the established limits of liquidity.

Analyzing financial stability, usually consider its main characteristic, namely the ratio of own and borrowed funds. Thus, in the US the ratio of 70% of equity and 30% of loan capital is considered optimal, in Europe – 50% to 50%, the Japanese model considers optimal to have only 20 – 30% of equity in total capital, emphasizing that the most efficient companies who enjoy the trust of banks – the main investors in the country. We usually recommend a share of 60-70% of equity. Finding this indicator within the specified limits indicates complete independence from creditors, along with the effective use of borrowed funds.

In the presence of profit, its effective use is the key to the high popularity of the company among potential investors. Thus, for joint-stock companies, the stable payment of dividends is a very important characteristic, as it allows to have a high level of the company's stock potential. However, an increase in dividends leads to a decrease in self-financing of the enterprise, which in the

future may become an obstacle to further income growth.

The influence of another economic factor on the company's investment feasibility – marketing activity – is a rather significant problem. Stimulation of the wide provision of services through the appropriate advertising policy of motor vehicle services in various market segments, which will allow the enterprise to significantly increase all indicators.

No less important is the factor of improving the efficiency of pricing management for the services of a trucking company.

A separate factor in increasing the investment attractiveness of the enterprise is the availability of adequate information on prices for raw materials and components. Therefore, it is necessary to form special institutions on the market, the main activity of which would be monitoring. They will be able to give trucking companies the opportunity to get accurate information about prices in the market of trucking services and choose the best option.

Methodology. The theory of fractal analysis is most often used to forecast the state of the markets. The application of this technique is based on the cyclic nature of market processes, when the development process does not develop linearly, but has a cyclical repetitive nature [4].

In the study, it is proposed to use the R/S analysis method (normalized swing method) for fractal analysis. As a result, the fractality of the dynamic series will be calculated and the hypothesis about the possibility of forecasting the indicator will be confirmed or rejected, and mathematical methods of forecasting will be determined. The factor analysis algorithm for the development of monetary, economic and social investment results is reflected in the following formulas, namely [4]:

Calculation of root mean square deviation according to formula 1:

$$S = \sqrt{\frac{1}{n} \sum (x_i - \bar{x})^2}. \quad (1)$$

Calculation of the range of variation according to formula 2:

$$R = X_{\max} - X_{\min}. \quad (2)$$

Determination of the Hurst index according to formula 3:

$$H = \frac{\log(R/S)}{\log(n\pi/2)}. \quad (3)$$

Calculation of the indicator of fractal dimension according to the formula $D = 2 - H$ and its analysis in order to determine the dynamics of this function under different conditions:

1. The trend nature of the dynamics – the indicator maintains an upward or downward trend (that is, growth in the current period means growth in the future). Determination of the indicator trend equation and use of the trend extrapolation method:

$$D < 1.33; \\ 0.68 < H < 1.$$

2. The anti-persistent nature of the dynamics – the indicator changes the trend of growth or decline to the opposite (that is, growth in the current period means a decrease in future ones). There is no regularity of dynamics and forecasting is impossible:

$$1.5 < D < 2; \\ 0 < H < 0.35.$$

3. The random nature of the dynamics – the indicator does not have an upward trend:

$$1.33 < D < 1.65; \\ 0.35 < H < 0.67.$$

Determination of the distribution law based on the analysis of the value of the virtual volume NF:

$$NF = \left(\frac{R}{S}\right)^2 \quad (4)$$

When using this method of analyzing the dynamics of development factors of oriented entrepreneurship, the following designations should be taken into account:

X_i – the value of the indicator predicted in the i -th year; \bar{X} – the average value of the predicted indicator; n – size of the dynamic series;

If $NF = 4$, then the indicator is distributed according to the bimodal law, if $NF = 8$ – according to arcsine, if $NF = 12$ – according to uniform, if $NF = 21$ – according to Simpson's law, if $NF = 28$ – according to Rayleigh's law, if $NF = 32$ – by normal, if $NF = 36$ – by Laplace's law, if $NF = 42$ – by exponential distribution law.

Summarizing the results of the above, the procedure for analyzing the dynamics of indicators characterizing the state and readiness for activation of the development of transport entrepreneurship should be carried out with the help of analysis and economic interpretation of the nature and peculiarities of the dynamics of the relevant indicators using regression analysis methods (to construct a high-order polynomial trend function) and its differentiation, as well as analysis

of the fractality of the dynamic series of the indicator and decision-making regarding the possibility and methods of forecasting. The Hurst coefficient can be interpreted as the probability that after the growth of the studied indicator, its further increase will continue.

An important factor affecting the competitiveness of corporate transport companies is quality improvement. This requirement involves not only improving the quality of the services provided, but also their compliance with international quality standards. The presence of a large number of quality requirements significantly increases the costs associated with the provision of services and their testing, which allows you to enter international markets at the price of world-class services.

Social factors and reserves of increasing investment attractiveness include the implementation of effective models of high-performance motivation, progressive forms of salary incentives, incentives and compensation payments, which ultimately lead to the improvement of the financial and economic activity of the enterprise. Their influence is monitored when calculating the investment attractiveness rating and is reflected in its final value.

Results. With the growth of global economic problems, there is a growing interest in innovations that can be implemented in enterprises. Such innovations are able not only to ensure social and economic responsibility in the field of business, but also to provide enterprises with competitive advantages. Transport innovations implemented in companies give them competitive advantages. The culture of consumption and the principles of sustainable development form new approaches to the functioning of transport and logistics enterprises of the economy. In confirmation of the above, starting from 2018, the number of resource-saving technological processes implemented at enterprises, albeit slightly, is increasing (fig. 2). This indicates the intensification of the processes of awareness of the need for changes under the influence of limited resources, improvement of pollution control, updating of technical and technological support of enterprises with emerging technologies.

Among the innovative components of the formation of the investment attractiveness of corporate enterprises, it is worth highlighting innovations in the spheres of activity of the transport enterprise. First of all, these are innovations in the production activity of the enterprise. The next group should include innovations in changing the composition of products, namely the creation of products from environmentally friendly materials or secondary raw materials.

When considering the information flows of the enterprise, they should not be considered as a closed system. What is most required is not only a good education, but also his vigilance and purposefulness. Within the framework of the country's economy, the most necessary measures are the simplification of relations with the tax administration, the transition to exclusively electronic settlements with counterparties.

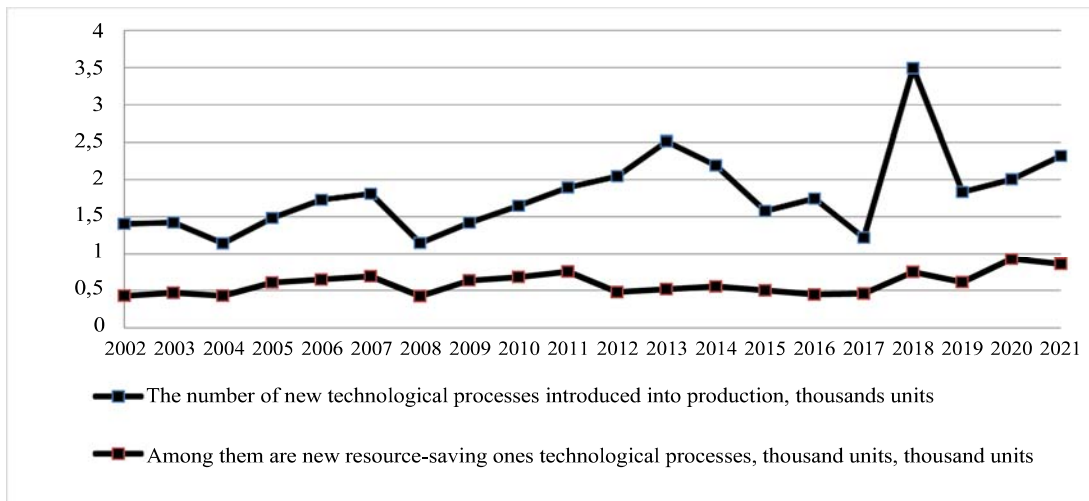


Fig. 2. Number of implemented new technological processes at enterprises of Ukraine, thousands of units

Source: compiled by the authors [9].

The increase in the level of management of investment activities of corporate enterprises is the result of the creation of a mechanism for identifying and optimally using reserves to increase investment attractiveness. The simultaneous use of all reserves to increase investment attractiveness is practically impossible, primarily due to the lack of funds, qualified specialists, the full range of information necessary for the implementation of relevant measures. Practice proves the ineffectiveness of dispersing efforts in many areas of investment activity. Everything should be focused on individual, most important investment projects. This requires the development of specific recommendations for identifying the most influential aspects, measuring the degree of influence and final consequences.

It is proposed to increase investment attractiveness in stages (fig. 3).

At the first stage, the actual value of the investment attractiveness of the potential recipient company is assessed.

The second stage involves determining the list of factors and reserves for the growth of investment attractiveness of corporate enterprises in accordance with the organizational and legal form of the enterprise, the field of activity and specific business conditions.

At the third stage, the significance of certain specific factors for increasing the investment attractiveness of the enterprise in the conditions is assessed. Among the identified factors and reserves for the growth of investment attractiveness, those that do not require significant capital investments and do not require a large expenditure of time are selected first of all in the following stages. Below are the measures that should potentially have the greatest impact, but involve significant costs and a large loss of time.

The fourth stage is related to the formation of a specific set of measures to increase investment attractiveness.

At the fifth stage, the investment attractiveness of the corporate enterprise is assessed after the influence of certain factors and the mobilization of available reserves. The evaluation should be carried out according to the same methodology as in the first stage. This allows you to monitor the effect of taking appropriate measures. The use of reserves to increase investment attractiveness leads to a change in financial ratios, the value of which, in turn, is reflected in the general indicator of the attractiveness of a corporate enterprise. After the implementation of these measures to increase investment attractiveness, if they are effective, the enterprise will receive a higher rating than at the first stage.

The investment favorability of the enterprise largely depends on the creation of a strategy related to the realization of its investment potential in the future, as well as ensuring compliance with the general strategy of financial and economic development and the main goals of the enterprise. enterprises. The investment strategy should be formed with a focus on existing and potential financial, organizational, personnel, technological, raw material, energy and other resources that are at the disposal of the enterprise and that can be attracted on favorable terms.

The determining factors of investment activity include: economic growth rates, investment growth rates, efficiency and institutional security of mechanisms for regulating oriented investment processes, the state of the market for investment resources, the investment climate and the country's investment attractiveness. country, regions, quality of labor force, political and legal stability, state of property rights protection and insurance, various types of risks, including development of investment infrastructure, level of risks, etc.

The importance of forming an investment activity strategy is:

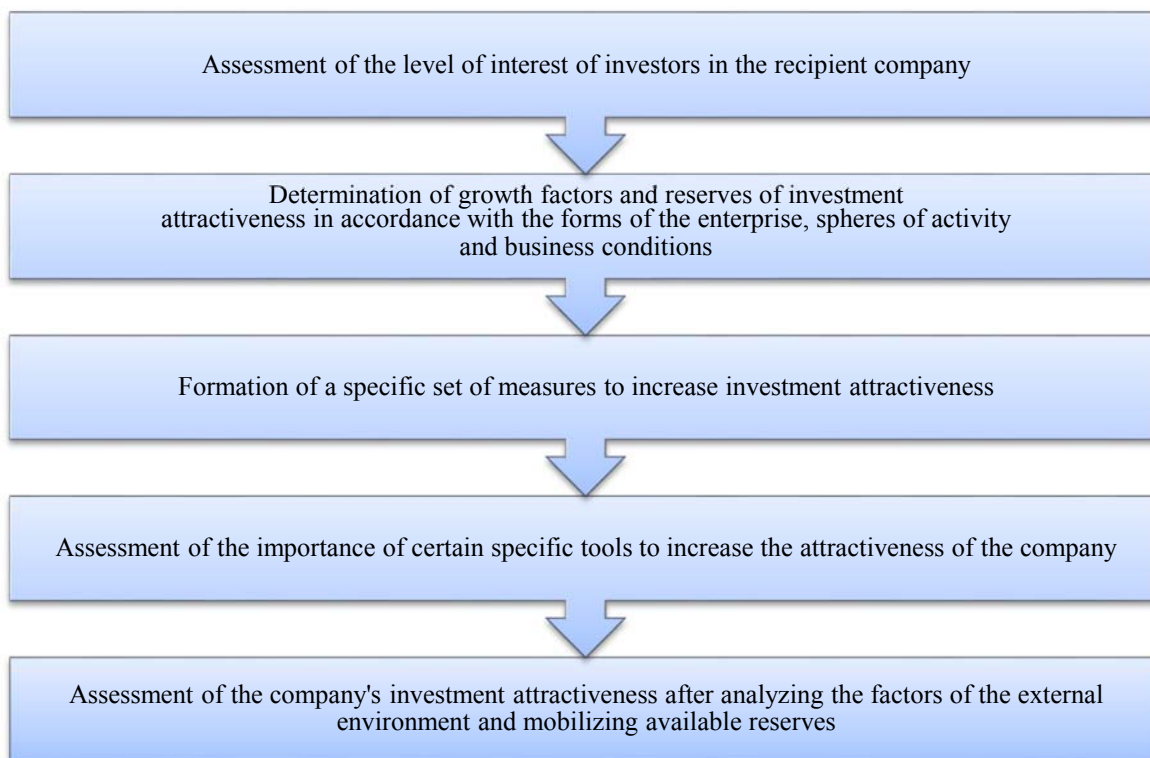


Fig. 3. Stages of increasing the level of investment attractiveness

Source: compiled by the authors [2; 7].

– activation of the targeted investment process and growth of the economic effect of investments;

– ensuring the implementation of the long-term goal of achieving balanced development based on the identification of investment priorities for the most urgent environmental problems;

– creation of a regime of stimulation of various types of targeted investments;

– strengthening the innovative orientation of economic investments;

– increasing the resource security of the country and economic systems due to the coordination of strategic and tactical actions and prediction, forecasting of long-term consequences and results of investments;

– establishment of inter-level relationships between the course of investment processes aimed at reproduction of capital and provision of resource security at all levels.

Among the principles of the strategy of investment activity, we highlight the following:

– hierarchies of interconnection of the developed strategy at the macro-, meso- and micro-levels;

– consistency and complexity of strategy formation and its stages;

– focus on long-term goals of sustainable development and achieving global efficiency;

– reasonableness and multivariate choice;

– evolutionary, which includes a system of elements and includes constant growth of the potential and result of investment processes.

The basis of developing a strategy for the investment activity of transport enterprises is the

definition of the mission (goals, tasks), the structure of production and economic activity and the general strategy of the economic development of the enterprise [8]. The diagram of the investment genesis strategy of the motor vehicle industry is presented in fig. 4.

Subordination to economic imperatives requires the creation of a strategy of investment activity that combines its main components: principles of development, definition of goals and objectives, priorities, mechanisms for achieving set goals, control, diagnosis and evaluation of implementation results. The development of the capital investment strategy of corporate enterprises should be coordinated from a single center and be distinguished by a strong integration potential in relation to different hierarchical levels of implementation (at the macro level – state strategy, at the meso level – regional, at the micro level – regional), level – the strategy of individual corporations and enterprises) and short-term practical and tactical actions.

The main principles of forming the investment strategy of transport corporate enterprises should be [5]:

– consideration of the enterprise as an open system capable of self-regulation;

– taking into account the main strategies of the enterprise's operational activity;

– predominant focus on the entrepreneurial style of strategic management of investment activities;

– coverage of all levels of management of the enterprise's investment activities;

– adaptation of the investment strategy to changes in environmental factors;

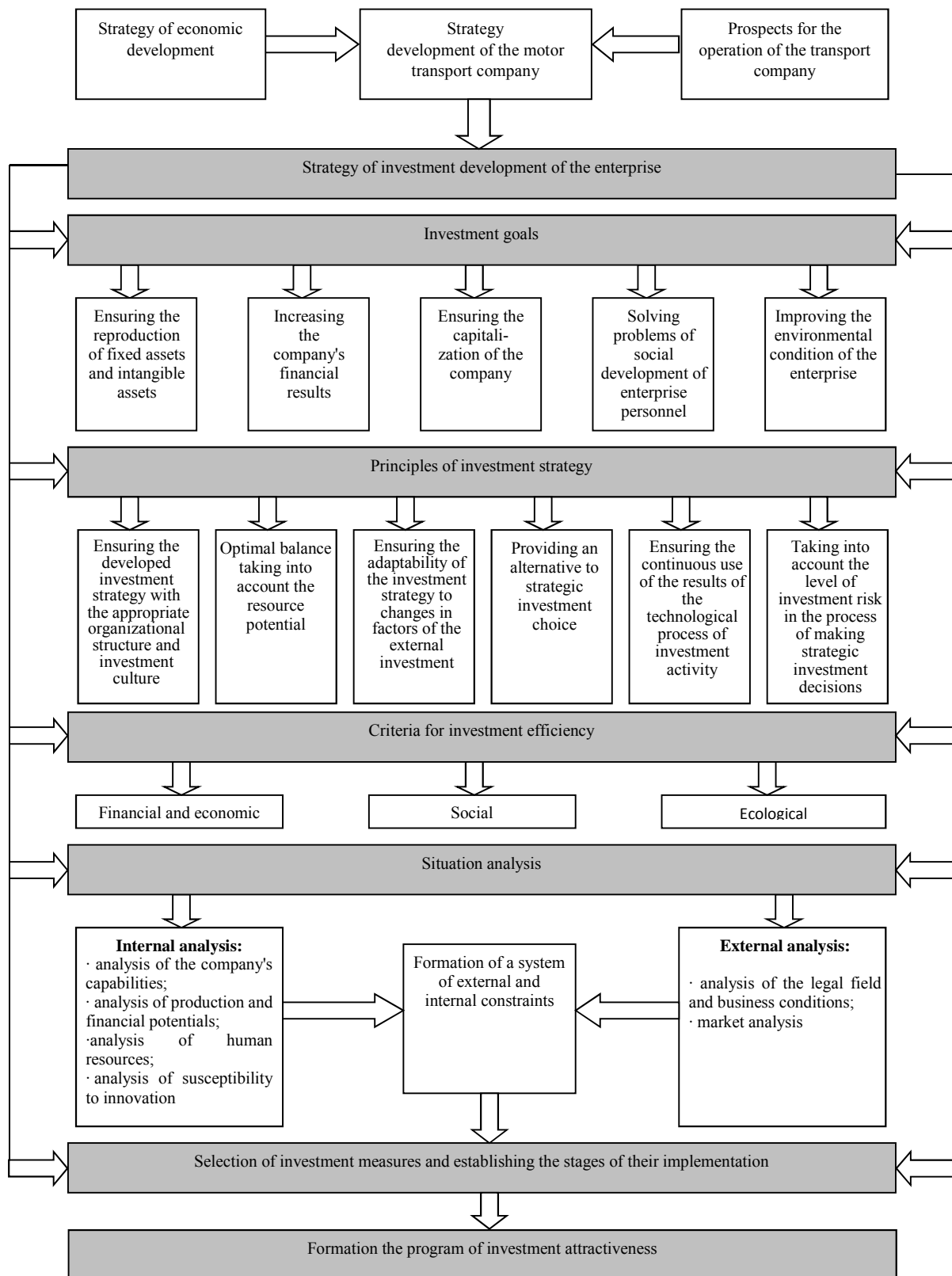


Fig. 4. Creation of strategy for the investment genesis of a transport company

Source: author's development.

- provision of alternative options for strategic investment;
- taking into account the level of investment risk in the process of making strategic investment decisions;

- focus on the professionalism of the company's investment managers in the process of implementing the company's investment strategy.

The development of the strategy of investment activities of transport enterprises is carried out in stages (fig. 5).

In the process of forming the investment perspective of a corporate enterprise, the existing system of goals of the overall economic development strategy should be taken into account (for example, capital growth, a change in the ratio of real and financial

investments, a change in sectoral and regional focus, etc. investments programs). At the same time, one should proceed from the statement that the level of development and dynamism of investment processes in modern conditions constitute the strategic basis of sustainable economic growth. And the policy of sustainable economic growth should replace the existing policy of growth of a predominantly restorative nature.

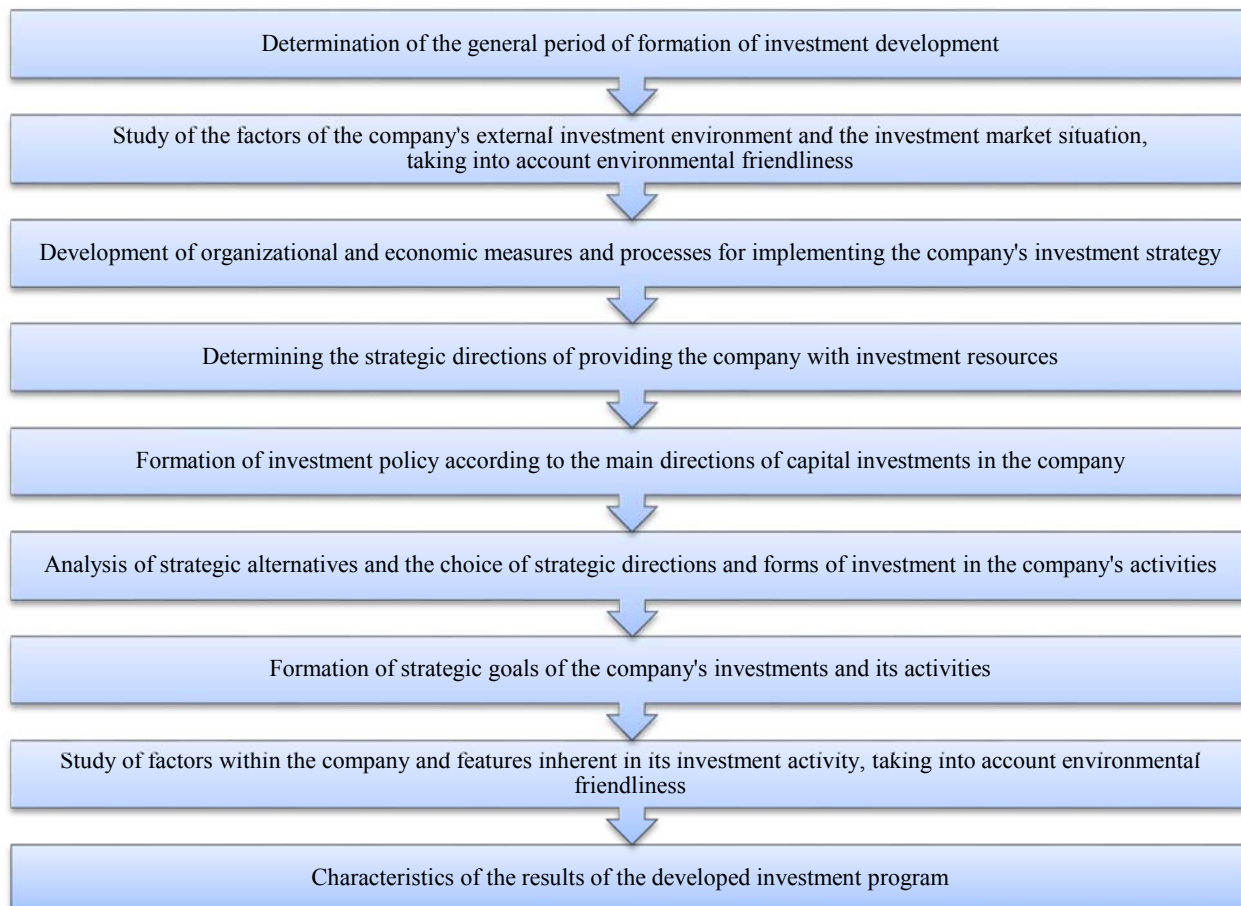


Fig. 5. The sequence of developing a strategy for investment activities of transport enterprises

Source: author's development.

The main strategies include strategies aimed primarily at the introduction of innovations to reduce production risks, the strategy of responsibility for the consequences of investment activities for society, nature, etc.

Undoubtedly, the strategy of investment development of motor transport enterprises should be focused on strengthening the innovative component and increasing labor productivity [6].

The intensive development of investment activities and the increase of competitiveness of domestic product manufacturers is an extremely urgent task, since its solution contributes to the entry of Ukraine into the world product markets and the creation of currency reserves necessary for the modernization of production. This increases interest in developing a strategy for investment and innovation activities and economic growth.

The defining provisions of an effective state investment policy the strategy of investment activity are the following:

- the basis for determining the amount of direct public investment should be the demand for transport services both in the current period and in the long run;
- in conditions of acute limited resources, selective support should be carried out on the basis of the choice of individual objects of investment direction;
- each priority area should be implemented in public investment programs, because one of the factors increasing the investment potential of economic development is the centralization of public funds in the budget;
- the strategy of investment activities should have a clear legislative support.

An urgent issue today is the development and adoption of a new program to stimulate investment in

the economy of Ukraine, which will determine the directions for the country's economy to exit the investment crisis and intensify investment activity. This document should provide the prerequisites for increasing the volume of investment and tasks to stimulate them, areas of state support for investment activities and organizational and legal mechanism of investment [10].

The main principles of successful implementation of the investment strategy should be:

- increase in the volume of capital investments of enterprises due to profit and depreciation;
- improvement of credit principles of investment financing;
- increase in the amount of investment resources formed on the stock market due to the savings of the population;
- introduction of an economic mechanism for investment risk insurance;
- ensuring the stability of legislation governing the investment regime.

Before choosing an investment strategy for the enterprise, it is necessary to form a set of alternative strategies and conduct a thorough analysis. Within the chosen basic strategy, several areas of action are possible, which are called strategic alternatives.

Basic strategies in investment management can be formed in relation to this branch of management as a whole, or in relation to any of its subsystems (real or financial investments). The most well-known basic strategies: growth, stabilization, reduction (crisis).

When stabilizing, the main strategic priorities are the desire to reduce costs, to the stability of external and internal support.

During the crisis (reduction) the main strategic priorities are the restructuring of the existing investment management system, reducing the intensity of investment, redistribution of investment resources.

In the end, the development of the investment strategy of the motor vehicle enterprise should be aimed at ensuring the stability and reliability of its production and economic activity, improving the quality and increasing the volume of transportation, expanding the types of transport services.

The development of an investment strategy the motor vehicle enterprise is considered as an integral part of the planning system of its activities in the current and long-term periods. In this regard, considerable attention should be paid to the use of some types of financial planning, control - budgeting. Capital budgeting itself involves planning an enterprise's investment in fixed and current assets to ensure that the return on those investments is estimated over the long term, that is, over several years. Each element of capital budgeting should be designed as a separate investment project, for which a cash flow forecast is made. The conclusion on the feasibility of investment is made on the basis of comparing the volume of investment and projected cash flows, taking into account the cost of capital that is planned to raise to finance investments [5].

In general, the initial components of investment planning are the search and formation of investment options, determining the relative and absolute size of their profitability, establishing funding opportunities from various sources, assessing the reliability of implementation and success of a particular investment option. To solve such complex, and sometimes uncharacteristic of management problems, it is advisable to involve research and consulting firms or temporarily hire scientists in this field of scientific and practical knowledge. The correctness of the adopted scientific and technical decisions is confirmed by the favorable impact of investment on the quality of transport services, expanding their range, increasing the profits of truckers.

The company determines the volume and direction of investment, the limits of expansion of its activities, the principles and conditions of investment, the line of conduct in the investment market in connection with possible changes in the economic situation in the country and regions.

The strategy of investment activity and attractiveness is developed on the basis of the established investment policy of the enterprise, the essence and direction of which is to choose the most rational ways of preserving and expanding the production potential. Therefore, the following should be highlighted as its main provisions [6-8]:

- achievement of economic, scientific-technical and social effect of investment;
- application for each investment object of specific methods of efficiency assessment, based on the results of which the selection and implementation of investment projects that ensure maximum efficiency of the enterprise;
- the company receives the largest return on invested capital;
- the company's use of state support for the efficiency of the use of investments in the form of budget appropriations;
- ensuring the minimization of risks of investment projects. Protection of projects from non-commercial risks by providing state guarantees and investment insurance;
- ensuring the liquidity of investments. This provision should be followed when the external investment environment changes. Due to this, the profitability of individual investment objects can significantly decrease, which will negatively affect the investment attractiveness of the company.

When creating a strategy the investment activity of a transport company, it is necessary to pay attention to the following factors:

- technical level of production;
- the impact of the company's activities on the environment;
- the company has both its own financial resources and the ability to raise loans in the form of loans and borrowings;
- financial conditions for investing in the capital market;

– commercial and budgetary efficiency of investment projects to be implemented;
– conditions of insurance and obtaining appropriate guarantees against non-commercial risks.

Successful implementation of the directions of the company's investment operation strategy is possible under the condition of supporting the intellectual potential of investment activity, stimulating the increase of its creative return, establishing criteria for choosing the most effective strategies, the formation of an economic mechanism that would make the process of implementing scientific and technical progress vital and profitable. Therefore, there is a need in society for the development of investment activities as part of the general plan for the balanced genesis of motor transport companies.

The infrastructure sector is important in shortening the duration of the investment cycle and increasing its efficiency. From these positions it is necessary to strengthen the repair and maintenance base of motor transport enterprises, the system of production and technological equipment, warehousing and other production services.

Conclusion. Considerable attention should be paid to the development of social and domestic infrastructure: housing construction, children's out-of-school institutions, clubs, sanatoriums. All this will create the necessary conditions for the stabilization of

labor collectives of road transport enterprises and will increase the efficiency of their work.

Therefore, based on the above, it is safe to say that the investment strategy of trucking companies is one of the most important components of strategic management and is to develop a system of measures that are mutually consistent in time, resources and performers and aimed at making a profit through investment in the most promising, from the standpoint of market conditions, areas of transport enterprises.

Strategic development of investment activities in the field of road transport should focus on creating a highly efficient socially oriented and receptive to STP economy, ensuring a high quality of life of the population of Ukraine, effective motivation for entrepreneurship, strengthening equal partnerships in global economic communication.

Implementation of innovations and investments is a tool for solving economic problems of domestic transport enterprises. The choice of such development will enable them, first of all, to ensure the capacity for sustainable development, to increase competitiveness not only in the domestic market, but also in the markets of other countries. Implementation of such sustainability of innovations and investments will improve the economic status of corporate associations of the transport industry, both high-tech and low-tech, providing potential opportunities for increasing economic indicators.

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Гуцалюк О. М., Бондар Ю. А., Кравченко М. С. Трансформаційні процеси логістичної діяльності корпоративних підприємств в інтеграції до цифрової економіки

Стаття присвячена визначенню трансформаційним процесам логістичної діяльності корпоративних підприємств. Визначено фінансово-економічні фактори підвищення інвестиційної привабливості транспортно-логістичних підприємств корпоративних об'єднань. Обґрунтовано підхід до оцінки ефективності інноваційної діяльності на транспорті, використання якого дозволило встановити стан процесів регулювання у цій сфері, системи підтримки прийняття рішень та цілепокладання, інституційного забезпечення запропоновано розвиток міжнародної транспортно-логістичної інфраструктури.

Визначено стан транспортної безпеки регіонів, запропоновано організаційну модель Національного інноваційного транспортного ХАБу та підхід до оцінки його функціонування. Надано пропозиції щодо діагностики інвестиційної привабливості об'єктів транспортної інфраструктури, відбору пріоритетних проектів для державного фінансування та формування моделей державно-приватного партнерства для інноваційного розвитку транспортної інфраструктури. Розробляється інвестиційна стратегія, яка розробляється на основі сформованої інвестиційної політики підприємства, суть і спрямованість якої полягає у виборі найбільш раціональних шляхів збереження та розширення виробничого потенціалу.

Слід зазначити, що інвестиційна стратегія транспортних підприємств є однією з найважливіших складових стратегічного управління і полягає в розробці системи заходів, узгоджених за часом, ресурсами та виконавцями і спрямованих на отримання прибутку шляхом інвестування в найбільш перспективні, з точки зору ринкової кон'юнктури, сфери діяльності транспортних підприємств та є інструментом вирішення економічних проблем вітчизняних транспортних підприємств є впровадження інновацій та інвестицій. Визначено, що реалізація такої стійкості інновацій та інвестицій дозволить підвищити економічний стан корпоративних об'єднань транспортної галузі, як високотехнологічних, так і низькотехнологічних, надаючи потенційні можливості для підвищення економічних показників.

Ключові слова: логістична діяльність, трансформація, корпоративні підприємства, інтеграція, цифрова економіка.

Hutsaliuk O., Bondar Iu., Kravchenko M. Transformational Processes of Logistics Activities of Corporate Enterprises in Integration with the Digital Economy

The article is devoted to defining the transformational processes of logistics activities of corporate enterprises. The financial and economic factors of increasing the investment attractiveness of transport and logistics enterprises of corporate associations are determined. The approach to evaluating the effectiveness of innovative activities in transport is substantiated, the use of which made it possible to establish the state of regulatory processes in this area, the system of support for decision-making and goal setting, institutional support, and the development of international transport and logistics infrastructure is proposed.

The state of transport security in the regions is determined, the organizational model of the National Innovative Transport Hub and an approach to assessing its functioning are proposed. Proposals are provided for diagnosing the investment attractiveness of transport infrastructure objects, selecting priority projects for state funding and forming public-private partnership models for the innovative development of transport infrastructure. An investment strategy is being developed, which is developed on the basis of the formed investment policy of the enterprise, the essence and direction of which is to choose the most rational ways of preserving and expanding the production potential.

It should be noted that the investment strategy of transport enterprises is one of the most important components of strategic management and consists in the development of a system of measures coordinated in terms of time, resources and performers and aimed at obtaining profit by investing in the most promising, from the point of view of the market situation, spheres of activity of transport enterprises and is a tool for solving the economic problems of domestic transport enterprises is the introduction of innovations and investments. It was determined that the implementation of such sustainability of innovations and investments will improve the economic status of corporate associations of the transport industry, both high-tech and low-tech, providing potential opportunities for increasing economic indicators.

Keywords: logistics activity, transformation, corporate enterprises, integration, digital economy.

