

## **ECO-MARKETING AND ECO-LOGISTICS IN INNOVATION ACTIVITY OF ENTERPRISES**

In the modern conditions the defining task for innovation management of domestic enterprises, along with the increasing their competitiveness, should act to facilitate solving the current environmental crisis through the use of environmentally friendly and resource-saving technologies.

Today, the concept of environmental marketing becomes increasingly relevant - the essence of which is based on the orientation of the production and distribution processes of the enterprise to create environmental goods (services), further stimulating demand for them and to meet the environmental needs and demands of consumers. In accordance with the environmental marketing concept modern enterprises need to plan all aspects of their business activities and implementation of this process should include the consideration of needs and requirements of the market basing on the principles of ecological safety [1, p. 81].

In turn, eko-logistic concept is based on minimizing the negative impact on the business environment, reducing the use of scarce natural resources. Not only the harmful emissions, that are a by-product of industrial activity, must be understood in the negative impact on the environment, but also vibration and noise caused by road and rail vehicles, the use of non-environmental goods packaging, waste of fuel and lubricants, which get into the air, land and water, and needs recycling as well [2, p. 179].

The implementation of enterprise innovation activities should be considered systematically that serve not only as a set of spontaneous management decisions to address current challenges, but includes a holistic organizational and economic mechanism in the system of the enterprise management.

### References:

1. V. Baydala. Environmental marketing and its role in crisis management. / V. Baydala/ Scientific works (Economics) Taurian State Agrotechnological University. - 2010. - № 9. - P. 79-82.
2. N. S Pytulyak. Sustainable economic development based on ecologistics. / N. S Pytulyak / / Economic Problems of Sustainable Development: Works of the International scientific-practical conference dedicated to the memory of Professor A Blavatskiy, Sumy, 24-26 April 2013 / Edited by. O. Prokopenko. - Sumy: SumNetUni, 2013. - Vol.2. - p. 178-180.