

Использование облачных вычислений применительно к ERP системам дает следующие очевидные преимущества:

- существенное уменьшение инвестиций в компьютерное оборудование и программное обеспечение за счет того, что вся инфраструктура находится на стороне провайдера услуг;
- масштабируемость системы, то есть изменение размеров системы в зависимости от потребностей пользователя за короткий промежуток времени;
- улучшение безопасности системы, провайдеры облачных сервисов обеспечивают шифрование, защиту от вредоносных программ;
- улучшение обслуживания и надежности работы ПО, за счет оперативного обновления, резервного копирования данных и поддержки ПО на стороне провайдера.

Кроме того, использование облачных технологий позволяет внедрять современные автоматизированные технологии управления на предприятиях среднего и малого бизнеса [6].

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PROBLEMS AND CURRENT TRENDS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT CONCEPTS AND DEVELOPMENTS

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A lack of a common understanding of the terms in the logistics terminology is an up-to-date problem because of the growing misunderstanding and conflicts between members of logistics activities.

The purpose of our research is to eliminate differences in the logistics terminology.

Analysis of textbooks and scientific publications of domestic and foreign scientists in logistics and supply chain management (SCM) points to the lack of consensus on a number of terms. In addition, the logistics is at the point of bifurcation. Thus, many of the terms in logistics are constantly defined, supplemented or even modified.

In the mid-1990s a new ideology of logistics processes and overall business appeared – it was called “supply chain management”.

The problem of defining “supply chain” is complicated by the use of many similar-sounding and related terms - demand chain, value chain, logistics network, logistics chain - many of which sound as if they mean the same, but in reality they do not. Let's analyze the meaning of these terms.

There is an opinion that supply chain is a backbone of any organization. These are the "roads" where various goods and services are moving, acquiring costs on the way to the final consumer and thus increasing their prime cost.

Many researchers define “supply chain” as a group of organizations directly connected by one or more upstream and downstream flows of products, services, finance, and information from a source to a customer.

Here is another definition of supply chain. Supply chain is a network of organizations interconnected by material, information and financial flows, designed to meet requirements of the end customer [1, p. 67].

Taking the above into consideration, we can formulate our own vision of the term "supply chain." Supply chain is a group of organizations, such as suppliers of materials and components, manufacturing companies, warehouses, distributors and retailers, integrated by common motivators, having compatible corporate culture and management practices, overall plans and objectives and common end customers, connected by upstream and downstream logistics flows and designed to meet the requirements of the end customer.

Some scholars and practitioners believe that the term "chain" does not fully convey what really happens in the supply chain and value chain, and therefore they prefer to use the terms supply network or supply web.

Demand chain is a part of the value chain associated with marketing, sales, after-sales service. It is supply chain as seen from the viewpoint of the customer, the entity who chooses among competing products and services and, thus, controls the demand.

Value chain is an activity to create value, which is divided into two main types: primary (inbound logistics, operations, outbound logistics, marketing and sales, service), and support (firm infrastructure, human resource management, technology development and procurement) activities [2, p. 74].

Thus, value chain is a combination of supply chain and demand chain, i.e. it is a high-level model of how businesses receive raw materials as input, add value to the

raw materials through various processes, and sell finished products to customers with maximum value for the least possible total cost.

Logistics chain is a set of links of the logistics system, sorted (optimized) by the material (information, financial) flow in order to design and implement specific business processes aimed to meet the needs and demands of consumers [3, p. 60].

Logistics network is a full set of supply chain links, interconnected by material and accompanying flows in the management of logistics systems and supply chains [3, p. 61].

Bringing some clarity to the term “logistics network”, we will give our own definition. Logistics network is a linked set of firms which can be classified as external (vendors, customers, distribution centers and transportation providers) and internal (production, material movement and storage).

To understand the terms “logistics” and “SCM” more clearly let’s set out the criteria for a comparative analysis.

1. Organization

Logistics has intra connections and functional silos.

SCM is beyond the "four walls" of the company and includes an inter-organizational integration, and is an integrated supply chain.

2. Strategy

Logistics operates on predetermined plans of action.

SCM is adaptive for flexible response, and agile, all members of the chain are aligned.

3. Span of vision

There are first tier sources and customers in the span of vision of logistics.

SCM is an end-to-end system and end-to-end integration of key business processes.

4. Management focus

The focus of logistics is logistics optimization.

The focus of SCM is optimization of the extended enterprise.

5. Partner selection

In logistics the selection of partners is ensured by quote and competition.

In SCM proposal and negotiation are of great importance.

6. Partner connectivity

Logistics involves short-term contracts with the interacted partners.

SCM involves long-term contracts and strategic alliances. Supply chain management may include cooperative efforts between chain members in such areas as marketing research, promotion, sales, information gathering, research, and a new product development. Early supplier involvement means shortened product development cycles and faster time to market of superior products.

7. View toward supplier

Logistics' supplier is considered as a source.

In SCM upstream partners are more than sources, they are resources. SCM involves the concept of strategic sourcing, that focuses on building the supply chain, providing the company the lowest total cost, not just the lowest purchase price.

8. Inventory

Logistics means a push type, when products are manufactured and stored in a warehouse until its acquisition by the customer, or "just in case" technology, when products are not produced or procured in sufficient quantity, but a few more "just in case."

SCM is characterized by a pull type. It means full synchronization of supply with the processes of production and sales: inventories are served in small quantities directly to the right points of the production process, bypassing the warehouse, and finished products are shipped directly to customers.

9. Risk

Logistics involves low risk.

SCM involves sharing high risk. There is always a tendency: the larger the profit, the greater the risk.

Let's summarize the obtained results in the table "Comparative analysis of the terms "logistics "and" supply chain management" (see the Table).

Table

Comparative analysis of "logistics "and" supply chain management"

Criteria	Logistics	Supply Chain Management
Organization	Functional silos	Integrated supply chain, interorganizational linkages
Strategy	Predetermined plans of action	Adaptive capabilities for flexible response
Span of vision	First tier sources and customers	End-to-end system
Management focus	Logistics optimization	Extended enterprise optimization
Partner selection	Quote and competition	Proposal and negotiation
Partner connectivity	Short-term contracts	Long-term contracts, strategic alliances
View toward supplier	Source	Resource
Inventory	Push system, just-in-case	Pull system
Risk	Low	Higher

The above mentioned leads to the following conclusion: supply chain is functionally interconnected with such terms as demand chain, value chain, logistics network, logistics chain, but there is some semantic difference between them.

The comparative analysis of the terms "logistics" and "supply chain management" shows the differences for the selected criteria. Thus, these concepts are not identical.

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ПРИМЕНЕНИЕ КЛАСТЕРНОГО ПОДХОДА В ФОРМИРОВАНИИ ЛОГИСТИЧЕСКОЙ СИСТЕМЫ РЕСПУБЛИКИ БЕЛАРУСЬ

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В настоящее время логистика выступает одним из наиболее эффективных факторов обеспечения интенсивного экономического роста организаций и предприятий на основе рационального использования ограниченных ресурсов. Уровень и качество логистических услуг во многом определяют конкурентоспособность организаций и предприятий во всех секторах национальной экономики, а также положение страны на мировой арене. В Республике Беларусь формирование эффективной логистической системы является одним из приоритетных направлений в социально-экономическом развитии страны, вследствие чего Программой социально-экономического развития Республики Беларусь на период 2011 – 2015 гг. [1] и Программой развития логистической системы Республики Беларусь на период до 2015 года [2] предусматривается создание современной логистической системы путем строительства на территории страны около 35 транспортно-логистических центров за счет привлечения инвестиционных ресурсов. Согласно данным сайта Министерства торговли РБ, по состоянию на 1 апреля 2012 года на территории страны действует 15 логистических центров [3]. В том числе два транспортно-логистических центра, принадлежащие РУП «Белтаможсервис», – организации, подконтрольной Государственному таможенному комитету Беларуси.

Одновременно с формированием логистической системы страны в качестве эффективной формы управления экономикой растет актуальность развития теоретических концепций, позволяющих обосновать и реализовать принципы территориальной организации экономики. Одна из данных концепций концентрирует свое внимание на создании эффективной стратегии социально-экономического развития регионов и представляет собой формирование экономических региональных кластеров. Классическое определение понятия кластера принадлежит Майклу Портеру: «Кластер – это сконцентрированные по географическому признаку группы взаимосвязанных компаний, специализированных поставщиков, поставщиков ус-