

THE DEVELOPMENT OF LOGISTICS AS A SCIENCE AND APPLIED MANAGEMENT CONCEPTS IN LOGISTICS SYSTEMS OF THE REPUBLIC OF BELARUS AND THE RUSSIAN FEDERATION IN THE CONTEXT OF GLOBAL INTEGRATION PROCESSES

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Relevance of the research lies in the fact that the development of logistics as a science and applied the concept of management is directly related to an increase in efficiency in all areas of production. The article discusses the various concepts of logistics, the main steps and factors of its development, puts the problem in its formation and development in the Republic of Belarus and the Russian Federation to develop measures to address them facts.

Logistics as a science is formed from the first mention of it in annals. From a military science, logistics retrained in the science of management of goods traffic flows and services.

In connection with the transition of planned economy to the market in the Republic of Belarus there have been significant changes. They began to use new management tools and application delivery technology goods and services. This began to develop actively such activities as logistics management concepts.

One of the main tasks of logistics is to achieve maximum effect with minimum cost in an unstable situation in the market. That is, the delivery of the goods must be made at the lowest cost and in minimum time. To global challenges also include simulation of logistics systems and the conditions for their proper functioning.

The main factors that led to the emergence and development of logistics:

1. Development of competition caused by the transition from a seller's market to a buyer's market;
2. The increasing complexity of the system of market relations and increase the quality requirements of product distribution processes;
3. The energy crisis of the 70s of the XX century;
4. Scientific and technological progress in the creation of flexible automated production;
5. Scientific and technological progress in the field of communication and informatics;
6. The development of systems theory and the theory of compromise;
7. Unification of the rules and regulations of foreign trade activities, standardization of hardware settings in different countries. [1]

There are the following stages of the logistics development as a science:

1. 1920–1950 – fragmentation period, the performance of individual logistics functions to lower cost inputs in the production, transport and storage.
2. 1950–1970 – the period of formation or conceptualizing logistics, formation of the concept of total costs, the concept of business – logistics as an integral tool of management and supply and demand coordination for specific products, delivered to a certain place and at a given time;
3. The end of the 70-ies - Stage of development ("packaged packaging revolution"), changed the storage process.
4. 1980–1990 – the stage of development of the integrated logistics concept, which consists in creating a complete supply chain, "the purchase of raw materials – production – distribution – sales" with the lowest overall costs;
5. After 1990 – the current stage, a period of profound research of logistics theory and its widespread introduction into business practices [2].

The evolution of the logistics concept closely linked to the paradigm shift in logistics. Historically the four main paradigms: analytical, technological (information), marketing, integrated, each of which has developed and continues to develop its own tools for more efficient logistics management activities of enterprises [3].

Analysis of the formation, problems and prospects of development of logistics in Russia and Belarus led to the following conclusions.

The origin of logistics in Russia goes to the historical past. In the early stages of science formation it was used in the military sphere, later went to the economic sphere. So in the history there is a well known fact, according to which military theorist Jomini wrote a book on logistics. Subsequently, it was studied by Alexander II. During the Soviet era in the beginning of World War II ambitious logistics project was implemented to dismantle and transport the vast number of enterprises into the country. Unfortunately, the logistics development in the country until the 90s was slow. Logistics activities such as marketing and transport logistics in Russia had been long underestimated, and the sphere of production had always been one step ahead of the goods circulation.

The result was a slow delivery of the goods to the destination and the poor quality of customer service. The need for the application of logistics methods appeared during the transition period.

But there were other factors hindering its development in addition to the underestimation of the most important logistics, including: economic and social instability; poor infrastructure industry (unequipped warehouses, poor roads).

There was no understanding of the importance and the need for the widespread implementation of logistics practices. Perhaps that is why for the majority of Russian entrepreneurs, managers and technical officers its ideas are fundamentally new, even today. Of course, these days, a lot of people have realized that without logistics there won't be any profitable business. So businessmen are increasingly interested in the principles of logistics, universities began to train specialists in the field, and companies increasingly need to form a logistics personnel. It creates even special companies that provide logistics services, the volume of which is growing steadily. Although the recent global economic crisis has halted the development of logistics in Russia, serious logistics companies stay afloat.

You can select the difficulty, exacerbating the aforementioned problems of logistics in Russia and have an impact on its successful and dynamic development: the unstable general economic situation; social tensions of certain sections of society; backwardness of the economy from the world; backlog of infrastructure and transport (the poor state of roads); low level of technology, as well as production and technical bases; underestimation of the treatment structure; insufficient level of development of the industry for the production of packaging industry, etc.

The mentioned difficulties are only particular cases, act as the main obstacle to the absence of such business projects in which it would be clearly spelled out the distribution functions of each company's division. In addition, in the future economic development of Russia, and the competition's level will increase the market activity and customers needs will be higher. Recognizing the enormous contribution of logistics in enhancing the profitability of the business, business owners increasingly have to turn to specialists in the field of logistics. This suggests that there are good prospects for logistics in Russia.

The above prerequisites are folded foundation for the logistics development of the rod in the management of all production's aspects and the economy as a whole.

In Belarus, there was a similar situation. Due to objective reasons of historical, political and economic nature there has been some technological gap in the field of logistics.

The geographical position of Belarus predetermines its role as a transit country. Being at the crossroads of major transportation routes connecting Western Europe with two powerful regional markets – Russia and the countries of South East Asia, and the countries of the Black Sea coast – to the Baltic countries, Belarus is not only can, but must become a key element in the implementation plans building global Trans-European North – South and East – West.

For Belarus, the logistics should become a priority sector, as it is the main transport corridor between Europe, Russia and the countries of the Asian region. In all countries with similar geolocation logistics provides 20-30 GDP, in Belarus, the volume of exports was 11.7% in 2007 in the total volume of domestic exports. In the European Union this figure, at least 2 times higher, while in Austria, Denmark, Ireland, Spain, the UK services account for about a third of total exports, while in Luxembourg – almost 70%.

One reason for the delayed development of logistics is wrong accounting system in Belarus. Currently, transport services are something to trade, then to transport it to the industry. Even greater uncertainty exists in logistics services. In reporting they are more often on the industrial production. Smear this business creates impression of its insignificance, which distorts the economic picture.

Rapid economic growth in our country has demanded from the participants of this market early commissioning of logistics technology and warehouse complexes. However, while there are a number of unresolved issues, one of which is a shortage of qualified professionals.

Today, the level of logistics in our country leaves much to be desired.

Logistics Development in the Republic of Belarus is significantly lagging behind its development in other countries. In Belarus, in spite of its unique geographical position, there no modern logistics centers that meet international standards, there are no logistics operators ZRL and higher level, and there is an acute shortage of professional staff. Thus, the basic guidelines for the effective development of logistics as a science and applied the concept of management in the logistics systems of the Republic of Belarus and the Russian Federation in the context of global integration processes include the following recommendations: to optimize logistics costs throughout the supply chain: the enterprise in the development of logistical aspects its production and sales must optimize their logistics costs throughout the supply chain, rather than on one of its units. For example, it is pointless to develop warehouse logistics (warehouse building of the European level and scale), if the transport logistics is in decline (old-style equipment, inadequate modernization, etc.).

Such a policy will not lead to sustainable development of the entire logistics in general, but only lead to the inhibition of the mutual operation of warehouses and transport. The vector to maintain the current level and

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quality of logistics customer service: the majority of businesses in any way trying to introduce logistics in its activities forget about such a direction as work with clients. In most cases, these businesses operate under the old Soviet system, where there is no such thing as "improving the quality of logistics customer service." Therefore it is necessary to resort to the specialists of "modern" quality in areas of marketing and logistics management. To improve the efficiency of logistics operations and performance of staff. If enterprises want to achieve the implemented efficiency of logistics it is necessary to focus on the logistics of each operation. The same concerns the personnel. We need personnel who are specially trained and have the experience in this field. It often happens that the management of logistics enterprises in the Republic of Belarus comes from people who do not know anything of it, and not having a proper education. Such personnel often just work the same way as previously worked, without changing anything substantial. This approach will introduce a pointless expenditure in the formation and development of logistics. The motivation of competent staff to improve operational / financial performance throughout the supply chain: an important aspect of the development of logistics is the staff, which carries out its work.

It is logical to encourage workers who are useful and effective in their work, especially if they bring something new. The number of such workers must exceed the number of employees working under the old system and the laws, which have been described above. Their motivation is to be always active. Participation in the development of the logistics of foreign experts and learning from them: An important indicator of the staff responsible for logistics, it is an experience. It will be logical if the enterprise to enhance the experience of its employees, will recruit foreign experts who will be able to change something, and staff will make some amendments to the work of the company's logistics system. It may be added that the need to attract foreign investment and capital in the construction of logistics centers after their evolving to evaluate all their characteristics and principles of operation to continue, relying on their experience, develop logistics, based on their experience.

On the whole, the effective application of logistics management concept will lead to solving the most pressing problems of the modern logistics systems development of countries and enterprises in the context of global integration processes.

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