

the same time special attention should be paid to the behavior of the passengers. At present Novopolotsk is working hard to change the behavior of the inhabitants of the town. This work is aimed at making walking and cycling more popular particularly during special events. The work is carried out in cooperation with Belarusian Union of Transport Workers. As a result our town has more cyclists now. The authorities are going to continue this work, because bicycle is a stable transport with low greenhouse gas emissions. Moreover cycling improves air quality, increases the ecological potential, and improves health and well-being of the population.

Thus, Novopolotsk will be the town providing its citizens equal opportunities and social partnership if:

- it purposefully influences the changes in ecological awareness, including transport preferences;
- takes into account needs and interests of all population categories while developing urban mobility policies;
- involves more citizens in the process of developing effective solutions in the field of sustainable mobility;
- gives stable mobility status to town movement as an important part of urban policies;
- gradually implements the policy of comfort and convenience for people but not cars.

Urban mobility is an important part of urban conception, because it promotes not only the convenience of living in the cities in terms of reducing congestion and pollution, but also provides the effective movement of people, promotes the development of economic potential. Besides available cities promote the transition to more stable means of transport and encourage more people to leave their cars and give preference to trains, buses, bike paths and sidewalks. It is vital to develop our urban space stable and right way in the environment that lacks many things. It is essential to make future cities well-planned, stable and accessible to everyone.

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### **CITY LOGISTICS AS AN INDEPENDENT SCIENCE: KEY ELEMENTS OF THE METHODOLOGY**

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*The article describes the subject, object, goals, objectives of urban logistics, functions it performs, the subject at which the impact is aimed, performing constituent elements of the methodology of the scientific and practical activities.*

Nowadays logistics has become the object of close study as an independent science. It has an interdisciplinary scientific direction connected with the search for new opportunities to increase the efficiency of flow processes of any nature by introducing advanced management principles into practice organizations. Logistics has been developing in scientific and practical direction for a long time and is known as city logistics abroad. In post-Soviet area urban logistics is one of the new trends of modern logistics. It became a separate functional area not long ago.

We understand city logistics as a complex of solutions and processes aimed at consolidation, coordination, optimization of human, material, information, finance and service flows according to the market conditions of the metropolis life safety.

City logistics as an independent science must have its subject, object, goals, objectives, functions it performs, subject at which the impact is aimed. These are the elements of the scientific and practical activities methodology. However, the analysis of scientific publications (M.I Churilov, Y.U. Tyurin, N. Kucherenko, E. Reitz, A.S Burnas, T. Crainic, N. Ricciardi, G. Storchi et al.) shows all these elements have not been studied properly.

According to the Great Soviet Encyclopedia [1]:

- object confronts the subject in its subject-practical and cognitive activity;

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- subject is a carrier material and practical activity and knowledge (an individual or a social group), source of activity aimed at the object;
- Subject of the study is a part of the object, a certain aspect of it, study in any particular case.

In our opinion the subject of urban logistics organization performs the optimal movement of material, financial, service, transportation, information and other flows in the city.

Next, consider the subjects and objects of urban logistics, presented in figure 1.

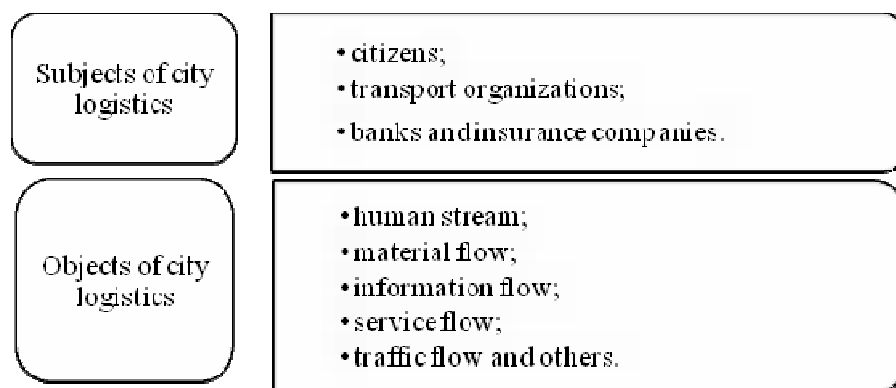


Fig. 1. Subjects and objects of city logistics

Source: own development.

People and their needs are on the the first place in urban logistics.

Due to the fact that the number of publications devoted to urban logistics is small, there is a need in the preparation of a complete and systematic list of goals and objectives of this area that can serve as a basis for the organization of all activities in the logistics management of the city.

First of all, consider the goal of city logistics. Unlike traditional logistics, urban logistics people are in the first place. For this reason the main goal of city logistics is to satisfy all kinds of needs for its residents.

Let us turn to clarify the objectives of urban logistics. The analysis of recent publications showed that the objectives of urban logistics in the literature are not systematic and interconnected with each other. At the same time the purposes of authors differ slightly. Thus considering the goal of city logistics in the broad sense the authors (B. Livshits, Y.G. Sayamova) define the following objectives, which are designed to fulfill urban logistics:

- meeting the needs of city residents;
- rational organization of space and time and material and social flows;
- maximum orientation of the entire production and economic activities of municipal enterprises to meet the needs of the population [2; p. 80].

As it follows in figure 1, the main subject of city logistics are citizens, and object is the human flow.

In our opinion the division shown in the objectives list of urban logistics is more correct. The discussed goals include different sets of measures to resolve them. Therefore they cannot be combined.

Consider the strategic goals of urban logistics. We believe that strategic objectives of city logistics are:

- maximum satisfaction of the needs and requirements of the citizens;
- optimization of material, financial, information, service, traffic flow in the city; orientation of production and economic activity of the city to meet the needs of citizens.

If we considered city logistics targets according to six rules of logistics, they mean the organization of material flows management, vehicles, people, knowledge, energy, etc. The city must be provided with all necessary resources, on time and with a good quality at the lowest prices of the financial market. This group goals can be attributed to tactical as they concretize a common goal, give directions, which should be carried out to optimize urban logistics, require less resources in their implementation and are medium term. Thus, we propose a generalization of the goals of urban logistics in the form of figure 2.

We can define the main goal of city logistics as a systematic approach to the creation and development of complex infrastructure that provides a high level and quality of life; optimization of material, financial, information, service, transport and other flows in order to meet the needs of city residents.

The description of the urban logistics tasks is the following. Having studied works of the researchers in the field of urban logistics ([www.wikipedia.org.ru](http://www.wikipedia.org.ru), B. Livshits, Y.G. Sayamova) we can conclude that urban

logistics tasks are considered by scientists in the same way. The authors identify the following problems of urban logistics [3]:

- the integration of the city into a single unit;
- the optimization of the urban transport flow;
- education and health care;
- the development of culture;
- the use of logistics by all the authorities of the city;
- rationalization of material and social flows in the municipal sector;
- maximizing capacity utilization enterprises municipal facilities;
- saving material resources at all stages of material flow;
- optimization of expenses for production and sales of finished products and services to the public;
- reduction of toxic and greenhouse gases emissions into the environment.

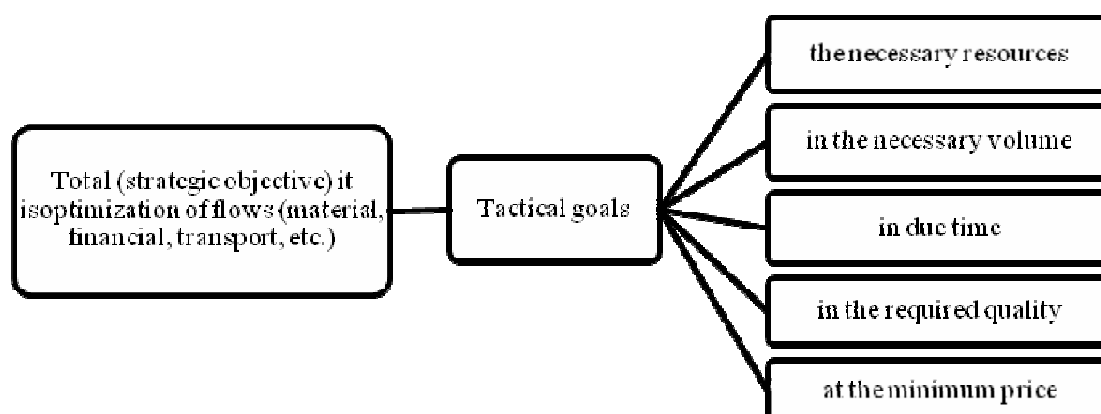


Fig. 2. The objectives of the urban logistics

Source: own development.

In our opinion, the main disadvantage of urban logistics problems is that this approach does not carry out their division into strategic and tactical level tasks that we believe is necessary.

Among the strategic objectives of the city logistics offer includes:

- development of the management concept of city logistics flow;
- determination of the main directions of formation and use of financial resources for the future, with a view to optimizing the cost of production and sales of finished products and services to the population, the integration of the city into a single creative whole, the development of culture.

Tactical problems of urban logistics, in our opinion, are the following:

- 1) assessment of the financial capacity in the determination of the strategic objectives;
- 2) reduction of emissions of toxic and greenhouse gases into the environment;
- 3) maximize the capacity utilization of the municipal enterprises sector.

The advantage of our proposed approach is that it separates the objectives of urban logistics in the strategic and tactical ones, and this contributes to a more precise definition of the resources and risks associated with the implementation of the tasks of urban logistics.

The logistic function is an enlarged group of logistics operations aimed at implementing the objectives of the logistics system. Researchers (M.I Churilov, Tyurin Y.U, N. Kucherenko, E. Reitz, A.S Burnas, T. Crainic, N. Ricciardi, G. Storchi et al.), engaged in the scientific urban logistics, hasn't defined the functions of this trend. After analyzing the objects, subjects, goals and objectives of urban logistics we have identified the following features of urban logistics:

- 1) system function of city logistics is a function that ensures the unity of all elements of the city infrastructure;
- 2) integrating function is to unite all the efforts of various sectors of complex infrastructure to achieve the metropolis;
- 3) compensating function city logistics is a feature that creates the necessary resources for contingencies and natural disasters (economic, environmental, ecological, political, national, and others.);
- 4) regulatory function. It's role is the establishment of equilibrium in the infrastructure providing on the territories, regions, sectors and sub-sectors in this part of town.

For the effective implementation of the goals and objectives of urban logistics, you need to perform all the above functions together.

In the result of the research we defined subject, object, goals, objectives, urban logistics, functions it performs, the subject at which the impact is aimed, performing constituent elements of the methodology of the scientific and practical activities. City logistics is a new independent science, aimed at the application of logistics principles and techniques for the development of modern cities.

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**THE ROLE OF INTELLECTUAL CAPITAL IN THE OPENING  
OF AN INNOVATIVE ECONOMY IN 2015**

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*Translation of the Russian economy to the innovative way for intellectual and technological stage of development, a priority of our society today and in the long term. This means a new quality of development, change, in particular, of the factors of economic growth, the role and place of their combinations.*

In central extends the intellectual capital, intelligence and knowledge, new technology and organizational capacity, human resources and structural capital. Intellectual capital is becoming the leading principle in the system of innovative processes, innovative economic relations in the reproduction of innovations – provided sustainability and quality of economic development, GDP growth and the competitiveness of domestic products.

In most developed countries, 80% in middle-income countries 50% of GDP growth is achieved at the expense of human capital, due to the knowledge and human intelligence. In Russia, this figure is only 15%. As can be seen from the data, there is a dialectical relationship and the relationship between the level of national economic development and maturity of innovative economic relations, development and use of the company (sales) of intellectual capital.

The innovation process, innovative economic cycle, their dynamics and evolution are generated by jumps and new breakthroughs in intellectual capital and vice versa. The development of an innovative economy, innovative phase change of the phase of the economic cycle the emergence of innovative ideas to the commercialization and dissemination of innovations contribute to self-expansion of intellectual capital, the growth of its value.

There are various definitions of "intellectual capital". The reason is, first of all, the complexity of its structure, is continuously taking place in the evolution of it, multidimensionality content.

A common approach to the different socio-economic phenomena and processes takes time. Moreover, since the beginning of scrutiny intellectual capital category was too small period (80-90s XX century).

However, between the figures in the socio-economic literature, the concept of intellectual capital there is something in common, unified: the recognition of the primacy of the intellect and knowledge of new technologies and organizational resources. It should also be noted that a variety of interpretations of the intellectual capital allows fuller and deeper to reveal its essence, content, structure, function and development trends.

An integral part of an organic and at the same time, the highest level of intellectual capital is human capital. That operate his intellectual abilities, knowledge and skills at the heart of intellectual capital. They form the basis of, a decisive condition for the successful modernization of our economy. "Modernization, in other words, progressive, quality development, – stressed V. Putin, speaking to the report on the work of the government in 2010 – is primarily the investment in man, in his abilities, talents, in creating the conditions for self-realization and initiatives, the quality of life. I am convinced that on this basis can be achieved high growth rates and real technological breakthrough.