

INFORMATION LOGISTICS: DEFINITION, GOALS AND OBJECTIVES**ALENA NIAKRASAVA****Polotsk State University, Belarus;****IRINA KRASNOVA****Belarusian National Technical University, Belarus**

The definitions of "information logistics" of different authors are considered and analyzed. The author's definition of the concept is proposed. Goals and objectives of information logistics are systematized.

In modern conditions powerful streams of products in tangible form are promoted through the sphere of production and circulation towards the end consumer. The product range is becoming wider from year to year. Requirements to the quality of its promotion processes are made stricter: processes should be faster, more accurate, more cost-effective. The operation of mechanism that provides material flow should be based on the highest degree of all elements` harmonization. A necessary condition for the emergence of this coordination is the availability of information systems that allow companies to link all enterprise activities (supply system, manufacturing, transportation, warehousing, distribution, and so on) and manage it on the principles of a unified whole. Study and construction of such systems are engaged in information logistics.

Information logistics is a young field of scientific and practical research, which arose at the junction of logistics and information management, and relatively recently developed into a separate functional area.

Information logistics has been studied by such scientists as T.V. Alesinskaya, I.M. Basco, V.A. Borodnya, O.I. Karpeko, I.I. Polishchuk, T.M. Rosina, V.V. Shcherbakov, B.A. Raizberg, L. S. Lozovsky, E.B. Starodubtseva and others. However, despite this information logistics is one of the least studied areas of logistics.

The content of the term 'information logistics' is quite diverse and depends on the specialists and scientists who have been studying this area. Table 1 shows definitions of information logistics by various authors.

Table 1 – Definitions of information logistics of the various authors

Author(s)	The definition of information logistics
T.V. Alesinskaya [1]	logistics area of an organization, which studies and solves problems of organization and integration of information flows for management decisions in logistics systems
K. Hessig, M. Arnold [2]	organization and the use of information management systems of production and business processes at an enterprise. It is based on a systematic approach, which covers all activities related to the planning and management process aimed at providing businesses with relevant information
V.V. Shcherbakov [3]	a system of measures aimed at the control of information production, its traffic and sales at minimal cost, besides it is metaspace for normal 'in rem' logistics, which is included in this space, adapting to it
I.M. Basco, V.A. Borodnya, O.I. Karpeko [4]	science of information provision management of production and business processes of an organization, based on the basic principles of logistics
I. D. Aphanasenko, V.V. Borisova [5]	the system of organization and management of information flows, the function of which is to provide logistics systems with information
V.E. Lankin [6]	organizes data flow that accompanies material flow, it is engaged in the creation and management of information systems, which provide technical and software transfer and processing of logistics information
Electronic dictionary of terms of logistics [7]	logistics, which organizes the flow of information that accompanies material flow and covers the management of all processes including moving and storage of real goods at an enterprise, allowing to ensure the timely delivery of these goods in the required quantities, of packaging, quality from the point of origin to consumption point with minimal costs and optimum service
B.A. Raizberg, L.S. Lozovsky, E.B. Starodubtseva [8]	a set of actions for the effective distribution of information flow between digital and traditional media
I.A. Elovoy [9]	part of logistics, which is the link between supply, production and marketing performed by enterprises and which organizes data flow that accompanies the material flow in the process of moving

Based on the analysis of the proposed definitions we offer the following definition of the concept: information logistics is the science of information flow management aimed at optimization of its movement along with material, financial and service flows in time and space to make effective use of resources of the logistics system.

Information logistics organizes information flows and implements information processes in the logistics system.

Information flow is information kept in an orderly movement toward selected destinations with fixed initial, intermediate and end points.

Information process is a process in which information is considered to be the main object with specific sequence of changes. At the same time, it includes collection, analysis, conversion, storage, search and distribution of information.

In the course of information processes that take place in the logistics system the following functions are performed:

- information gathering at the points of its origin;
- analysis of information and its transformation;
- accumulation of information and its storage;
- information transportation;
- filtering of information flow that is necessary for the selection of a definite level of data and document management;
- unification and separation of data flows;
- performance of elementary and information transformation;
- control of information flow.

Next, considered are the goals and objectives of logistics information. The main purpose of information logistics, according to I.M. Basco, V.A. Borodnya, O.I. Karpeko et al., is the optimal provision of information of the whole process of logistics system functioning.

Basing on the above developed definition, the purpose of information logistics is to provide optimal information flow movement at the optimum level of total logistics costs. This objective can be defined as strategic. At the same time, if the goal of information logistics is considered through a prism of six logistics rules, it can be presented as information flow management so that a company is provided with necessary information of required quality in required quantity at the right time in the right place at minimal cost. This group of goals can be attributed to tactical, since they clarify and systematize the main purpose of information logistics.

In analyzing the objectives of logistics information, it was found that in the scientific literature, they are presented as a list of a large number of problems, not always systematized and interrelated. We offer to divide all of the objectives of information logistics into 2 groups: the objectives of information management and optimization objectives (Table 2).

Table 2 – The objectives of information logistics

The objectives of information management	The optimization objectives of information flows
<ul style="list-style-type: none"> - planning the logistics needs; - analysis of the decisions related to the promotion of material flows; - management control of logistics processes; - integration of logistic chain participants; - information resource management; - coordination and control of effective information flow functioning, etc. [10, 11] 	<ul style="list-style-type: none"> - meeting the needs of the production of information resources with maximum efficiency; - rationalization of means and methods of information flow; - optimization of the staff; - optimization of communication, etc. [4]

Thus, the problems of information logistics are solved on the basis of a rather large list of issues related to different approaches to organization of managing and optimizing information flows.

Having separated into a science, information logistics has an actively integrating potential to link and improve communication between such basic functional areas of a company, as supply, production, marketing, distribution of finished goods and sales organization. By means of rational managing the procurement, production and inventory, manufacturing, logistics helps to reduce total cost of goods and lower prices, it leads to improvement of strategic position of a company on the market.

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**PROBLEMS IN THE PROVISION OF PAID EDUCATIONAL SERVICES
BY HIGHER EDUCATIONAL INSTITUTIONS**

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The article deals with the main trend of the financing of higher education institutions, namely, the growing role of non-budgetary sources of funds. Since one of the main sources of extra-budgetary funding of universities is paid educational services, the article analyzes the main problems in this area.

Problems of financing system formation for higher education institutions, adequate principles of market economy are in the focus of a number of Russian scientists. These include, in particular, Agapov I.S., Belyakov S.A., Voronin A.A., Garafutdinova N.Y., Eroshin V.I., Itin Y.K., Levitsky M.L., Misikov B.E., Popov E.N., Repina O.V., Marcinkiewicz V.I., Fadeykina N.V., Schetinin V.P., Yakushev K.V. and other scientists. However, in most cases, they considered largely only general, conceptual approaches to the financing of universities [1, p. 5].

In the European Union some general concepts and approaches to the financing of higher education have been developed. Most researchers acknowledged that the mixed funding of higher education is more effective than purely public or exclusively private. This suggests the possibility of mixed financing and the use of budget and extra-budgetary resources for both public and private higher education institutions. This is due to the fact that higher education has important economic and social functions, which are important for society as it makes economic growth faster, increases the flexibility of the labor market, transfers scientific knowledge to succeeding generations, accelerating scientific and technological progress. All this justifies the increase in public spending on higher education [2].

Modernization of higher education system implies the increasing role of non-budgetary sources of university funding, generated through the provision of additional paid educational services and entrepreneurial activities.

One of the main sources of university extra-budgetary funding is paid educational services. The university has the right to carry out income-generating activities only if it serves the purposes for which it was created, provided that such activities are listed in its constitutive documents. University decides on its own how to use revenues from these activities, and property acquired at the expense of income. Today, however, the rate of full-time education payment cannot meet requirements of ambitious universities. Some universities can't provide further growth of paid admission of students at the pace required for their development [2].

The main issues of tuition fees cost formation are enlisted in the Regulations "On the procedure for determining the value of training while implementing educational programs of higher and secondary special education on a fee basis in state educational institutions" from July 29, 2011 No.210. In accordance with this instruction, "Tuition cost is determined by educational institution in the amount of economically justifiable costs required for training in a particular specialty (area of specialty, specialization) in a particular educational institution, with margins not more than 30 percent" [3, p. 3].