

## Economics

– the state symbols of the Republic of Belarus (The national flag of the Republic of Belarus, the State Emblem of the Republic of Belarus, National Anthem of the Republic of Belarus), symbols of state awards of the Republic of Belarus (medals), public signs (banknotes of the Republic of Belarus, stamps and other signs), Heraldic symbols (flags, emblems of administrative-territorial units of the Republic of Belarus, heraldic signs, banners, badges, emblems and other public bodies.);

– works of folk art, which authors are unknown [5].

Copyright is not applied to the ideas, methods, processes, systems, means, concepts, principles, discoveries and facts, even if they are expressed, reflected, explained or embodied in the work.

Based on the said above, it can be concluded that the proposed classification and structure of copyright will enable an accurate accounting of copyright and its effective use. We want to note that while classifying and accounting one should distinguish between copyright and related rights. It is commonly believed that copyright should protect works (the results of creative activity of authors) and the related rights should adjoin the copyright, but the latter protect absolutely other objects.

We have to bear in mind that such division in some cases is quite relative.

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## DEVELOPMENT OF GLOBAL LOGISTICS

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*This article reveals the essence of global logistics, its concept, the role of global logistics in the implementation of international trade, problems of its implementation and its development prospects. The article also presents the benchmarking of the implementation of global logistics in real companies.*

The modern world cannot be imagined without globalization. The desire for unity has become one of the most important priorities for the development of society. Globalization has an impact on virtually all aspects of our lives, including the business sector, which leads to the formation of a large number of transnational companies using global supply chains. Their development is encouraged by international freight forwarding and insurance companies, global telecommunications networks and other structures.

The appearance of the term "global logistics" reflects the growing trend in the global economy, which is characterized by the movement of business from its specialization in individual countries and regions to organized world multi-market economy. Global logistics is a strategy and tactics to build sustainable macrologistic systems at the international level. At its core it is based on the continuous growth of the world economy, the expansion of new technologies and the formation of global supply chains, as well as accelerating and reducing the cost of promotion of material flows [1, p. 8].

The role of global logistics in the implementation of international trade cannot be overestimated. Logistics costs in the final price of products sold abroad reach an average of 25 – 30 %, which is about 15 % higher than for the sale of products within the country. This is primarily due to customs costs, but also more complex and expensive transportation, a large number of intermediaries, without which it is difficult to arrange delivery, increased requirements for logistics service, better qualified carriers, etc. Companies engaged in international business attach special strategic importance to enhancing the effectiveness of logistics systems, knowing that the correct solution of these questions will enable them to gain a competitive advantage in fierce competition [2, p. 90].

The modern reality is that only large international logistics companies with offices in many countries, with a wide network of intermediaries and advanced technical and technological resources, as well as various

associations of logistics companies are able to function effectively in the modern world. Today, one of the characteristic trends is the growing number of large logistics companies due to the concentration of ownership, including the so-called "mergers and acquisitions".

Global economic processes (in particular, the formation of global markets) require the globalization of logistics. Global logistics is based on the use of modern communications, including information technology developments. The development of global logistics to a large extent is related to the formation of virtual ("empty") corporations, which has recently become the main trend of the global economy. Transnational corporations realize their global logistic strategies by creating specialized enterprises, centralized inventory, as well as by using the deferral method.

Transport problems of global logistics are solved by specialized logistics companies –integrators, delivering cargo in an optimal way, "door to door". The structure of the global logistics organization as a whole is associated with increased centralization. However, this strategy does not preclude the application of the principle of vertical-horizontal constructions in the governance structure of the global logistics system.

The need for global coordination is increasing with the development of virtual companies. The main driving forces of contemporary globalization of logistics management are:

- permanent intensification of the process variability of the global economy;
- expansion of new technologies in all areas of operation of the global market;
- development and integration of macro-regional economic structures;
- implementation of the deregulation procedures undertaken by many countries to improve the efficiency of materials management.

The examples of successful macrologistic formation of regional structures in the EU, Southeast Asia, North America are widely known. Their experience clearly demonstrates the natural tendency of countries to regional integration. This is facilitated by the similarity of the political systems, ways of life of the population, the traditions, the proximity of historical roots, the practice to use a single source of energy and natural resources, contingency communications, lack of trade and customs barriers. However, the search for new reserves of growth and increased competition cause the desire of many companies to seek new markets, sources of raw materials and cheap labor resources beyond national borders of their countries.

We have conducted the analysis of integration of JLLC "Belwest" in the international logistics network. JLLC "Belwest" is a Belarusian-Russian joint company with limited liability. It was established in June 1988 on the basis of Vitebsk factory "Red October" with the participation of German company «Salamander» and became one of the first joint ventures in the territory of the former USSR. Since late 2002 the company has been Belarusian-Russian. It carries out the production and marketing of footwear [3].

The capacities of "Belwest" are located in Vitebsk and China. In Belarus, the production was organized by German experts using «Salamander» technology. China's production is carried out under the control of Belarusian specialists. The opening of additional production in China relieved the main production in Belarus, which reduced production twice (from 6 mln. pairs per year to 3 mln). At the moment, negotiations are under way to organize the production on the basis of Vitebsk JSC "KIM".

The company is the largest exporter of footwear in Belarus. About 70 % of Belwest products is exported to Russia and Latvia. For the implementation of more productive export activities a subsidiary group of companies "Belwest-retail" was created in 2014, the Russian company co-founder was reorganized.

JLLC "Belwest" strives to meet modern international standards in production and trade, develops its own internal and external sales network, and uses international division of labor.

For a comparative analysis we have chosen "Nike, Inc." as a reference company. This company is not a direct competitor of the previously reviewed "Belwest". The choice of "Nike" can be explained by the fact that it is an excellent example of a successful company that effectively applies global logistics and high-tech means in its activities. Besides, it is continuously improving its business processes.

The company named "Blue Ribbon Sports" was founded January 25, 1964, and officially became "Nike, Inc." May 30, 1978. In addition to clothing and footwear, the company runs retail stores called "Niketown". According to analysts, the share of Nike accounts for almost 95 % of the market of basketball shoes in the United States [4].

"Nike" has become one of the first "companies with no production" in the world. This means that since its formation the company has gradually transferred production functions to contractors from developing countries on a contract basis. Currently "Nike" has completely abandoned property on the means of production. It sees itself primarily as a research, design and marketing organization. In addition, much attention of specialists is paid to logistics. The company uses a number of proprietary large logistics centers (European, American, etc.). It should be noted that the European logistics center (ELC), located in Belgium, supplies "Nike" products not only in Europe but also in the Middle East and Africa.

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If you draw a parallel between "Belwest" and "Nike", the disadvantages of the former and the advantages of the latter become apparent. Namely:

1. "Belwest" pays insufficient attention to high-tech solutions.

Information system SAP ERP has been implemented by "Belwest" only recently, while "Nike, Inc." has used it for a long time. Despite the positive effect of the introduction of this system, it is not enough for the most effective optimization of economic activities of the organization. "Nike" uses a number of high-tech solutions to ensure the most efficient operation of various departments of the company.

2. The company is not seeking to transfer the production part of the company in outsourcing, while "Nike" did it shortly after its founding. Recently, part of "Belwest" production has been made by a third party in China, but this was done only because of the fact that the Belarusian industry could not cope with the volume of production, grown in times due to good marketing policy.

As the experience of "Nike" shows, the transfer of production of the company to a third-party organization leads to benefits only.

3. "Belwest" does not extend sales geography.

The main directions of foreign economic activity of the company are the CIS countries (Russia, Latvia). "Nike", in its turn, takes full advantage of the globalization of the world economy and trade almost all over the world.

4. Insufficient use of the World Wide Web by "Belwest."

Online buying of the company's products is available only on the territory of the Republic of Belarus [<http://belwest.com/>]. There is no possibility to customize the product before buying. "Nike" has actively used online sales for a long time and the geography of online-shopping for consumers of this brand is much broader. Moreover, on the official website of the manufacturer "Nike" [<http://www.nike.com/>] it is possible to customize the goods before buying, i.e. to create a unique product from standard components using various combinations thereof. This is primarily due to well-organized logistics and flexible production (pull type).

The following conclusion can be drawn from our analysis. In order to improve the integration of the company "Belwest" in the international logistics network, it is necessary to implement high-tech solutions actively to optimize all processes and a logistics system as a whole, to transfer the production to third parties throughout the world, to expand the geography of sales, as well as to develop online trade.

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### INTRODUCTION OF THE JOURNEY MONITORING SYSTEM IN THE PUBLIC TRANSPORT

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*The article describes the automated monitoring system of public transport. Here it comes about the device structure, functions and the principles of operation of the device, the advantages and disadvantages of its implementation in the motor activity of enterprises engaged in passenger transportation.*

Motor transport enterprises occupy an important place in the economy of the state. Along with the shipping of cargoes the carriage of passengers, which are carried out by public transport is not in less demand. Functioning of trucking companies is now continuously improving through the introduction of information systems. One example of such systems is the automated control system of travel.

Automated control system of travel is a single set of hardware, software and administrative measures that can be divided into the following subsystems:

- travel documents;
- the sale and distribution of tickets;