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Improvement of corporate governance in the football club will contribute to:

- increasing the investment attractiveness of the club;
- improving the purity of football (minimization of the Treaty games doping scandals and other);
- involvement supporters in the management of the club;
- increase of loyalty supporters;
- increased financial stability;
- improve the quality of managerial decision making club;
- improving the financial and economic operations of the club;
- improvement of the system of accountability and responsibility club;
- improving the social activities of the club;
- reduce the risk of fraud and abuse by the officials of the club;
- to strengthen the reputation of the club, both domestically and on the international arena [1].

The need to improve corporate governance is one of the key problems of the companies in our country, and football clubs in particular. Qualitative development of football in the country, including the achievement of high sports results is not possible without increasing the quality of corporate governance of professional football clubs, which are the key element of the football system.

We note with regret that the market mechanism of supply and demand of specialists of sports management in our country has not yet been formed. However, on the one hand, there is the introduction of professional standards of the employees of the sports industry and procedure of attestation of specialists, which demonstrates positive trends. This will allow, on the other hand, to inventory management personnel in the industry, and to identify priorities for management specialties in the General list of posts of sports management.

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UDC 658

LOGISTIC POTENTIAL OF THE SUPPLY CHAIN: THEORETICAL ASPECT

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The article discusses such concepts as "logistics potential" and "supply chain". Their definitions, given by various authors have been studied. On the basis of the analysis the new concept which is "potential logistics supply chain" has been formulated.

In the process of world economy globalization and the integration of the Republic of Belarus into the international economic system, there is a need to reassess the ongoing territorial strategies for social and economic development. The policy aimed at increasing the competitiveness of the national economy and ensuring its sustainable economic development acquires particular importance for the country. As international experience shows that the most important factor of economic growth is the creation of a logistic system. At the same time, we should point out that the elements of the logistics system in a certain ordering constitute the supply chain. At the same time, the level of competitiveness of the supply chain determines its frontiers, the ability to provide a high level of quality and timely delivery of goods from a producer to a consumer at the lowest cost, i.e, its logistic potential. In the scientific literature the category of "logistic potential of the supply chain" has not been studied. At the same time, scientists consider such concepts as "logistic potential" and "supply chain". Their comprehensive study will allow to determine the essence of the category under investigation.

The concept of "logistic potential" has emerged relatively recently, due to the need to determine the ability of the enterprise to implement logistic functions. Eventually the category of logistic potential has been regarded not only within the enterprise, but also at the level of the region and country.

The author of the study dedicated to the analysis of logistic potential of the Irkutsk region, Freidman O.A. notes that long time category "logistic potential" was considered exclusively as the goods turnover and was calculated by summing the volume of intra-regional and transit, inter-regional and international transport [1, p. 15]. The author concludes that, based on this approach, logistic capacity is an absolute indicator, expressed in tonnes-kilometers.

The proposed approach identifies the logistic potential with a goods turnover, but this view is extremely one-sided. In this study, we have investigated the views of practitioners and theorists of logistics on the definition of "logistic potential." It should be noted that the definitions of the concept under investigation existing in the current literature are varied and not uniform and each researcher puts their own content into the concept (Table 1).

Table 1 – Approaches to the definition of the "logistic potential" of domestic and foreign references concept essence

Author	Definition	Distinctive feature of concept
А.Н. Горяинов	"Logistic potential – the maximum productivity (functional ability) systemically integrated subsections" [2, c.113]	Only the quantitative component is considered
Н.П. Кузнецова	"Logistic potential – ability of the economic subject for achievement of goals to optimize the new forms of government systems of deliveries, to form innovative logistic chains (networks) and sales channels" [3, p.73]	Logistic potential is considered as an element of a control system by a logistic chain (network)
С.А. Уваров	"...different types of interaction (transactions) between logistic systems in the course of production economic activity of firm, distribution, an exchange and consumption of finished goods. In this environment the logistic potential of national economy is created..." [4]	Logistic potential includes elements of an infrastructure complex of logistics
Г.Н. Pfol	"the logistic system (at regional level) ... has to provide fast connection of productions between partners in a network according to the order received from the client" [5]	Movement of material resources in total with information support of a stream
С. Гриценко	"Logistic potential – ability of the economic subject in the presence of favorable conditions to optimize structure of resources and it is rational to use them for achievement of a goal" [6, p. 135]	Logistic potential is considered as an element of management economic systems
О.А. Фрейдман	"Logistic potential – set of elements, ways and means of logistic system, and also the factors of the environment connected with its functioning, capable to make effective impact on firm or region strategy" [1, c. 21]	Logistic potential includes components of infrastructure of object of management and strategic influence of the subject of management
М. Соколов	"Logistic potential – set of components the logistic power of transport, information, warehouse systems" [7]	The main components of a logistic stream are allocated
И. Богородов	"Logistic potential – level of development of retail network, market of logistic intermediaries, transport infrastructure" [8]	Components of logistic potential are accurately allocated

Source: own development on the basis of studying of special economic literature.

Having analysed the definitions of logistic potential given by various authors, we have come to the conclusion that the majority of them doesn't provide the complex understanding of the concept.

So, Goryainov A. N. has determined logistic potential as the maximum productivity of elements of a system, having presented it from the quantitative side [2, p. 113]. We will note that from this position logistic potential can be expressed by the size of goods turnover of territorial object and is measured in tons-kilometers.

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Such authors as Sokolov M. [7] and Bogorodov I. [8] have presented logistic potential as a set of capacities of some components which can be presented as elements of logistic infrastructure.

Pfol G.H. [5] in his definition considers only the purpose of the economic category under study.

Freydman O. A. in the work "The analysis of logistic potential of the region" generalized the materials of analytical reports, scientific articles, opinions of the Russian and foreign authors and presented the logistic potential as a set of elements, ways and means of logistic system, and as the factors of the environment connected with its functioning, capable to make effective impact on firm or region strategy [1, p. 21]. This definition allows to draw a conclusion on the purpose of logistic potential, its structure, and also on the nature of its components. Taking into account all aforesaid we offer the concept offered by Freydman O. A. to consider as the most complete.

However, we note that all the definitions considered either logistic potential of the enterprise or logistic potential of the region (territory). While within this study we are interested in the logistic potential of the supply chain. It was mentioned earlier that this notion in the scientific literature does not appear, therefore, our task is to develop and offer our own definition.

Let's refer to the concept of "supply chain". Table 2 presents the definitions proposed for consideration of the concept from the perspective of leading scientific figures.

Table 2 – Approaches to definition of essence of the concept "supply chain"

Author	Definition
Родникова А.Н	"linearly – the ordered great number of participants of logistic process which connects the consumer with the producer, and carries out logistic operations on delivery of an external material stream from one logistic system to another in case of production consumption or to the end user in case of personal non-productive consumption" [9]
P. Claus, W. Krieger	"the providing chain, chain of value creation of a product, includes all steps of production and sale from raw materials production through production before sale to the consumer" [10, p. 449]
APICS Dictionary	"the global network used for delivery of production or services from sources of raw materials and materials to the end user by means of flows of information, physical distribution and money» [11, p. 113]
La Londe and Masters	«a quantity of the companies which advance materials (finished goods) (to the final buyer)" [12]
Stock J., Lambert D. and Ellram L.	"the coordinated companies which provide products or services on the market" [13]
Glossary of Logistics Terms. – European Logistics Association, 2005.	"sequence of the events including transformations, movement or placement which add cost" [14, p. 100]
Draft Law of the Republic of Belarus on the logistics activities	"the ordered great number of consumers, suppliers, intermediaries, carriers, insurers and other persons participating in merchandising" [15]
Council of Supply Chain Management Professionals, 2005.	" (1) begins with production of raw materials and materials and comes to an end with use of finished goods at the end user, connecting together interacting companies; (2) material and information exchanges in the logistic process, stretching from raw materials sources before delivery of finished goods to the end user. All suppliers, providers of services and consumers are connected in a supply chain" [16, p. 96]
Щербаков В.В., Парфенов А.В.	"it, first of all, set of the organizations: suppliers, producers, consumers and the intermediaries connected among themselves by a technological chain" [17]
Еловой, И.А., Лебедева И.А.	"linearly – the ordered great number of natural and/or legal entities (the supplier, intermediaries, carriers, the consumer, etc.), concrete lot of products directly participating in finishing to the consumer" [18, p. 29]
Дыбская В.В., Зайцев И.В., Сергеев В.И., Стерлигова А.Н.	"set of links of the logistic system, ordered on the basic and/or accompanying stream according to parameters of the order of the end user within separate functional area of logistics and the logistic channel" [19, p. 167]

Source: own development on the basis of studying of special economic literature.

As appears from the research, in economic literature there is no unity of opinions in definition of essence of the category "supply chain". Besides we must notice that in literature the concept "supply chain" and "logistic chain" are considered to be identical.

For example, in the ELA dictionary of 2005 the supply chain is defined as "sequence of the events including transformations, movement or placement which add cost" [14, p. 100]. In essence, in this definition the supply chain is treated from the position of process approach as a set of streams and the processes carried out by contractors of a supply chain and adding cost for end users of production of a supply chain.

From a position of one more foreign source [16, p. 96] the supply chain is considered as an exchange of production and the services demanded for production and advance of goods to the end user: "(1) begins with production of raw materials and materials and comes to an end with use of finished goods at the end user, connecting together interacting companies; (2) material and information exchanges in the logistic process, stretching from raw materials sources before delivery of finished goods to the end user. All suppliers, providers of services and consumers are connected in a supply chain".

Above offered definition consider a logistic chain as set of the logistic operations which are carried out consistently from the moment of origin until fading of a stream of goods, activities, services in the relevant consumer market. This approach in literature is called a process or stream.

There is also another approach to this economic category. In particular according to Rodnikov A. N. the supply chain (logistic chain) represents "linearly – the ordered great number of participants of logistic process which connects the consumer with the producer, and carries out logistic operations on delivery of an external material stream from one logistic system to another in case of production consumption or to the end user in case of personal non-productive consumption" [9].

The group of authors led by Dybska V.V. defines a logistic chain as "a set of links of the logistic system, ordered on the basic and/or accompanying stream according to parameters of the order of the end user within separate functional area of logistics and the logistic channel" [19, p. 167].

In the draft law of the Republic of Belarus on logistic activity the following definition is given: "a logistic chain of merchandising – the ordered great number of consumers, suppliers, intermediaries, carriers, insurers and other persons participating in merchandising" [15]. As it is evident from the given definitions the second approach to the consideration of the supply chain sees it as an interconnected sequence of units through which the goods are delivered to the final consumer.

We share the opinion of the second group of authors in relation to the definition, i.e., we consider the supply chain as an ordered set of the logistics process, which links the producer and the final consumer.

Thus, we can conclude that the links of the supply chain are parties to supply raw materials and finished product manufacturing and distribution of products, with each unit taking into account not only their abilities and wishes in their activity, but also opportunities and wishes of all the participants of the chain.

As a result of the carried out theoretical investigation of such concepts as "logistical potential" and "supply chain", we offer the following definition of "logistic potential of the supply chain":

"Logistic potential of the supply chain is a cumulative ability of elements of logistic potential to provide the most effective competitive advance of a material stream on links of the supply chain from the producer to the consumer".

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UDC 656 (476)

**PECULIARITIES OF FUNCTIONING OF LOGISTICS CENTERS
IN THE REPUBLIC OF BELARUS**

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Geopolitical location becomes very important for the country, which has not got resources requested on the international market. The advantageous geopolitical location helps to attract new investments projects and partners, to develop transit business and to raise the level of logistic service.

The location of the Republic of Belarus in the centre of Europe is responsible as well as honorable. The territory of the country lies at the crossroads of important trans-Europeans highways. As a link between Europe and Asia, Belarus should attend to the development of the logistic activity. The advantageous geopolitical location helps to attract new investments projects and partners, to develop transit business and to raise the level of logistic service.

Transformational growth of logistic, for example, in EU-countries shows its importance for all country and also for consolidation of international contacts. Logistics of the Republic of Belarus is developing due to the creation of transport logistic centers. The operation of this system is tied by work of all its elements.

Logistic centers construction in the Republic of Belarus is performed in accordance with the Program for logistic system development in the Republic of Belarus for the period till the year of 2015.