

Data show that professional hockey players in the USA as well as baseball players, basketball players and football players are among the most highly paid «employees» in the country. Moreover, as it is noted by the USA economists and journalists, their salary is not comparable with expenses of their labour.

Presence of large number of staff in the hockey teams of the NHL also captures the attention. In some teams annual administrative costs amount to 750 thousand dollars and even more. Some teams include in their staff even television commentators. Referees control the matches are in the service of the NHL.

For the last five years transportation costs especially in teams that have to use air communication have increased. In such teams these expenses amount to more than 500 thousand dollars a year.

Negotiations of parties of the Collective agreement of sports Business Corporation are open in informational for hockey players, managers, fans, experts and mass media. Only in this mode involvement of all categories of subjects to the formation of the basic provisions of the Collective agreement is showed.

The Sports League created in form of Business Corporation can achieve high economic performance; have a great social and economical importance for life of society and do without State financing and State-owned companies. Collective agreement of workers and employers of sports Business Corporation is a guarantor of fulfillment of all agreements and obligations for both parties.

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DEFINITIONS OF THE TERMS "COMMERCIAL LOGISTICS" AND "TRADE LOGISTICS"

IRINA LIAKHOVA, ELENA MALEY
Polotsk state University, Belarus

The article is based on the study of the special economic literature dealing with the identity concepts of “commercial logistics” and “trade logistics”, and gives the author's definition of the categories considered. The proposed definition most closely meets the objectives of commercial logistics and involves comprehensive review of process management of trade organizations in terms of not only the promotion of products to the final consumer, but also the optimal use of financial resources and information, as well as ensuring the appropriate level of service reducing logistics costs and improving profits.

The feature of modern commercial logistics is focused on efficient management in terms of variability, consumer tastes, increasing their demands for quality products [25, p. 4]. To study the concept of commercial logistics, we should determine the economic substance of the concept of “commercial logistics”.

In the study of the literature, it has been found out that along with the concept of “commercial logistics”, the authors use the term “trade logistics”, with most of the authors (B. K. Plotkin, V. Y. Garfinkel, B. A. Anikin, A. U. Albekov, O. A. Novikov, M. N. Grigoriev, I. D. Afanassenko, I. A. Elovoy, etc.) identifying the above concepts. In this regard, the research has been conducted in the area of existing economic literature definition of “commercial logistics” and “trade logistics” to determine their (non-) identity.

It has been found out that the authors of the special economic literature define commercial logistics as:

- an independent scientific discipline that studies the minimization of transport costs (Garfinkel V. Y., Shvandar V. A.);
- implementation of efficient cargo flows of commercial enterprise (Albekov A.U., Mitko O.A., Plotkin B. K., Afanassenko I. D., Buneeva R. I., Rogolskaya E., Doudar A. P., Buzova I. A., Makhovikov G. A., V.V. Terekhova, etc.);
- logistics section devoted to the design, creation and optimization of meso- and concentration-macrologistical distribution systems (Anikin B. A., Tyapukhin A. B.);

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- commercial activities relating to procurement of raw materials and marketing of finished products (Novikov O. A., S. A. Uvarov, etc.);
- section of commerce associated with the organization of implementation of the reached agreements between economic entities (Elovoy I. A.);
- synthesis of procurement and distribution logistics within the firm as a single economic production complex (Savvidi I.I.).

All of the above approaches to the interpretation of the concept of “commercial logistics” are presented in table 1.

Table 1 – Approaches to the interpretation of the economic essence of the concept of “commercial logistics”

Source	an independent scientific discipline that studies the minimization of transport costs	implementation of efficient cargo flows of commercial enterprise	logistics section devoted to the design, creation and optimization of meso- and concentration- macrologistical distribution systems	commercial activities relating to procurement of raw materials and marketing of finished products	section of commerce associated with the organization of implementation of the reached agreements between economic entities	synthesis of procurement and distribution logistics within the firm as a single economic production complex
Garfinkel V.Y., Shvandar V.A. [1]	+					
Albekov A.U., Mitko O.A. [2]		+				
Anikin B.A., Tyapukhin A.B. [3]			+			
Plotkin B.K. [4]		+				
Novikov O.A., S.A. Uvarov [5]				+		
Afanassenko I.D. [7]		+				
Elovoy I.A. [8]					+	
Buneeva R.I. [9]		+				
http://obekonomike.ru/ [11]		+				
http://www.transportal.by/ [12]		+				
Buzova I.A., Makhovikov G.A., V.V. Terekhova [13]		+				
http://miit-ief.ru/ [14]		+				
http://academout.ru/ [15]						+
Savvidi I.I. [16]						+
http://economedu.ru/ [17]					+	
http://learnlogistic.ru/ [18]				+		
http://scbist.com/ [19]		+				
Doudar A.P. [20]		+				
Total:	1	10	1	2	2	2

Note: own study based on the study of economic literature.

Four approaches to the interpretation of the economic substance of the concept of “trade logistics” have been revealed:

- coordination of the projected requirements, procurement, physical movement and storage (electronic resources: <http://www.businessdictionary.com> [6] and <http://www.logisticsworld.com> [10]);
- management system of all internal and external economic flows that are integrated into the overall business (Savvidi I.I. [16]);
- a single system that combines all the links of the logistics chain, procurement and distribution (electronic resources: <http://www.malb.ru> [21], <http://arivist.ru> [22] and <http://www.ekwinn.ru/> [23]);
- key to economic competitiveness, growth and poverty reduction (Otaviano Canuto [24]).

Thus, the majority of authors (Albekov A.U., Mitko O.A., Plotkin B.K., Afanassenko I.D., Buneeva R.I., Rogolskaya E., Doudar A.P., Buzova I.A., Makhovikov G.A., V.V. Terekhova, etc.) defines the concept of “commercial logistics” as the organization efficiency of cargo flows of commercial enterprise. As for the concept of “trade logistics”, the largest group of authors treats it as a single system that integrates all parts of the supply chain, procurement and distribution in commerce. However, the disadvantage of such a definition in our view is the need to clarify the notion of the supply chain, as well as its specific links directly related to the sphere of circulation.

The study can be concluded about the identity of the concepts of “commercial logistics” and “trade logistics”, as almost all of the authors have considered these concepts in relation to the trading area, putting their main purpose business process management accompanying the movement of material flow from the manufacturer to the end buyer for their optimization.

Thus, we can give the following definition of “commercial logistics (trade logistics)” as a sphere of scientific and practical activities: logistics section, is to organize effective management of trademarks and related financial, information and service flows in the sphere of commodity circulation. The proposed definition most closely meets the objectives of commercial logistics and involves comprehensive review of process management of trade organizations in terms of not only the promotion of products to the final consumer, but also the optimal use of financial resources and information, as well as ensuring the appropriate level of service to reduce logistics costs and improve the size of the profits.

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**THE ORDERING OF APPROACHES TO THE CHOICE OF STRATEGIES
OF THE ORGANIZATIONAL KNOWLEDGE MANAGEMENT
AND THE FACTORS DEFINING THEIR FORMATION**

JULIA MAKARENKO, OLGA GORDIENKO
Polotsk State University, Belarus

Ordering of the basic approaches to a choice of strategies of management by organizational knowledge and the factors defining their formation are being seen in this article The example of practical use developed on the basis of the strategy for the systematization of organizational knowledge management of Open Society "Polotsk dairy plan" is given here.

Knowledge management is capable to improve efficiency of organizational reaction on changes, both in external, and in the internal environment, urged to give to the organizations an impulse for the further development, including the innovative. But that organizational knowledge has become a competitive advantage organizations need a comprehensive approach to managing them, which involves managing organizational knowledge-based on competitive strategies. Strategy of management by knowledge are directed on creating the new cost realized in products, people and processes by means of rational formation and use of knowledge in the organizations. A main objective of strategy of knowledge management – increase of efficiency of use of all available resources of the organization, reception of the best and faster innovations, servicing improvement, decrease in losses from unused intellectual actives. However the variety of approaches to formation of strategy of management by knowledge management complicates their choice in the modern organizations Therefore, the actual is the systematization of the existing approaches to the choice of organizational knowledge management strategies, as well as the factors that determine their formation. Using this taxonomy allows reasonably choose the organizational knowledge management strategy within a specific organization, depending on the level of available resources and taking into account situational factors.

There are different approaches to the formation of organizational knowledge management strategy.

One of approaches allocates strategies which are built according to that is the key factor in management of organizational knowledge (an information component or the personnel) [1, c. 106]:

- Codification strategy (information, technological);
- Personification strategy (personified, intuitionistic).

Codification strategy aimed at bringing knowledge in documentary or formal look and is that local knowledge and implicit hushed make understandable and accessible to a widespread in the organization. Personalization strategy based on the identification, preservation and effective use of knowledge workers.