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**ФОРМИРОВАНИЕ КОНЦЕПЦИИ ЛОГИСТИЧЕСКИЙ
КОММУНИКАЦИЙ: УПРАВЛЕНЧЕСКИЙ АСПЕКТ**

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**FORMATION OF THE CONCEPT OF LOGISTICAL
COMMUNICATIONS: MANAGEMENT ASPECT**

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АННОТАЦИЯ

Основная цель управления логистическими коммуникациями является обеспечение благоприятное отношение к производителю товаров путем создания общей мотивационной области участников обмена, которая ориентирована на рациональное использование имеющихся ресурсов и гармонизацию интересов сторон. Цели управления логистическими коммуникациями в контексте раскрытия ключевых компонентов управления производителем товаров включают следующее: определение уровня проницаемости логистики действия; мониторинг «логичности» восприимчивости в отношении



продвижения продукции производителем; настройка свойств и характеристик интегрированного цикла связи.

ABSTRACT

The main goal of the management of logistics communications is to ensure a favorable attitude towards the producer of goods by creating a common motivational area for the participants in the exchange, which is focused on rational use of available resources and harmonization of the interests of the parties. The objectives of the management of logistics communications in the context of disclosure of key components of the management of the producer of goods (its philosophy, mission, vision, subculture, image, reputation) may include the following: determining the level of activity logistics permeability; monitoring of the "logicality" of susceptibility to the promotion of products by the manufacturer; setting properties and characteristics of the integrated loop.

Ключевые слова: логистика, коммуникации, интегрированная логистическая система, управление, поставщик, посредник, потребитель.

Keywords: logistics, communications, integrated logistics system, management, supplier, intermediary, consumer

The main objective of managing logistic communications is to provide a favorable attitude to the manufacturer of goods by creating a common motivational field of exchange participants which is focused on the rational use of available resources and harmonization the interests of the parties. The modern concept of logistic communications is the concept of integrated



logistic communications, actively explored and developed today by the researchers of the problems of interaction of subjects in the logistic.

Methodological weakness of the concept of integrated logistic communications is that it implies the implementation of integration only on instrumentality level, regardless of the set of participants in the interaction and their characteristics (motivation, resource, organizational, technical, innovation, etc.). Depending on our opinion, integration should have a response in the form of conjugation motives of participants, their resources, actions logisticing in satisfaction the needs of consumers differ in their behavior under various conditions of logistic conditions and the particular communication area. The concept of integrated logistic communications, which provides large-scale use of low-budget tools logisticing communications, should be transformed into the concept of the integrated logisticing communications [1, p.134-145]. The last implies the creation and development conducive for the initiator communicative environment providing modification of consumer perceptions and behavior of target groups and to achieve the strategic goals of the enterprise. The main objective of managing logisticing communications is to provide a favorable attitude to the manufacturer of goods by creating a common motivational field of exchange participants which is focused on the rational use of available resources and harmonization the interests of the parties. The objectives of the management of logisticing communications in the context of disclosure of key management components by the manufacturer of the goods (its philosophy, mission, vision, features subculture, image, reputation) may include the following: determining the level of permeability of logisticing actions; monitoring of "susceptibility" logisticing efforts with



regard to the promotion of products by manufacturer; adjustment of properties and characteristics of integrated communication cycle.

The solution of the challenges in business requires effective management of increasingly complex system of logisticking communications, supporting mutually beneficial exchanges between suppliers, intermediaries, customers and various contact audiences. When the business rises the manufacturer expands the circle of perspective for him the participants of logisticking process, thereby expanding the scope of the entire interaction. In front of a enterprise there is the task of forming its logisticking communications field in the sense in which we have identified and marked economic nature of communication. This consequence requires consideration of communication tools, determining the boundaries of their applicability and systematization of different scientific approaches to the study of proper communication as the essential foundation for an effective interaction.

Introduced new concepts to a better understanding of the components of the communication area, and on this basis provide a framework for consumer benefit and achieve satisfaction exchanges through intensified logisticking process. Achievement the satisfaction with the exchange interaction between the participants can only be achieved in a single motivational field, which established a balance of interests in respect of resources defined by the level of profitability and the desired values of the created product that can satisfy the needs of the target customer segments.

Corporate of logisticking takes the form of an open logistic for dialogue partnership; innovation does not reject the action as a complex resource factor for competitiveness entities increasing in the process of establishing



constructive communication between them. The mechanism of interaction management links the determining factors in the context of a single communication cycle, a custom adaptation of business structures to logistic requirements. [2, p.78-82]. Changing the amount and composition of logisticking communications, and an array of quality broadcast through them information, we proposed a mechanism for adjusting the behavior of consumers in the direction favorable to the enterprise. As part of the anthropocentric approach cognitive dimension of consumer behavior acquires the properties of instrumental function. Priority is given to understanding rather than explanation or prediction. Under the influence of factors of different orders it generates a set of alternatives to buying. Mass logisticking is targeting producers to logistic segments, taking into account the profile of the user and their responses to the impact of the enterprise. Personalization of communications by the company assumes knowledge of consumer reaction and adequate assessment of the proposed values. The company creates the conditions for access to the individual through the activation of the tools of logisticking communications. At the same time, the company is building its information field through memorization of response of the consumer and stores this information in one of its subsystems [2, p.22-28].

Differentiation of target groups of consumers on the factor "type of competitive behavior"[3] makes it necessary to differentiate the content and logisticking channels broadcast information aimed at consumers (modification of consumer perceptions and behavior) and logistic agents (modification of the Counterparty on the activities of the enterprise).



Simulation of communication processes is developing mainly representatives of social and humanitarian sciences and engineering in the direction of building models on the basis of analogy, while the area of economic and mathematical modeling remains largely unexplored. Offer relevant solutions in this field allows you to expand the scientific tools in the management of the enterprise communication, increase its precision and focus, identify typical application situation of communication tools in competitive strategy and conduct scenario of economic-mathematical calculations to assess the feasibility and effectiveness of the investment of resources in the communicative sphere of business.

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