

practice in companies, warehouses etc. Methods of teaching have to be improved for increasing of professionalism of future workers.

If we speak about logistics situation in Ukraine and in the world, we may actually say: "We see the logistics world experience which helps to improve its system and Ukrainian stern realities"

In the whole world the Logisticians' Certification has been working for a long time. Professional certificates are assigned according to the standards which are determined by international organizations such as: The Premier Association for Supply Chain Management (APICS), European Logistics Association (ELA) and The International Society of Logistics (SOLE). Developed countries have a mutual desire to have a common level of standards for the logistics in order to achieve mutual benefits

Certification is rarely used in Ukrainian logistics environment. By the way the certification presence can be used for working with foreign companies for enlarging logistics perspectives.

In the period of educational and transport reforms it's rather important to save personnel potential which Ukrainian logistics actually has.

*Scientific supervisor: Kodola R.M.,  
Lecturer*

UDC 005.5:656 (043.2)

**Melnyk K.O.**

*National Aviation University, Kyiv*

## **LOGISTICS IN THE CONTEXT OF GLOBALIZATION**

Nowadays globalization is the main impulse for the world economy in trade, procurement, production, transportation, distribution and other fields.

Because of integration has a special influence on the world economy, this leads to changes in transportation logistics systems and distribution networks.

In logistics the main driving globalization forces according to research D. Bauersoks are: economic growth; prospects of world markets; regionalization; global competition; technologies expansion; deregulation of transport; development of logistics infrastructure.

Thus, globalization influences on macrologistics systems reflecting the markets for finished goods, supply material resources, labor, capital, and also development of international transport, telecommunications, distribution and other systems. These processes are global, with helping of which there is a development of international trade, multinational transportation companies, and other organizations including state. All these are the whole system that develops rapidly.

In the most development countries economic growth leads to an increasing in logistics productivity and efficiency, especially for exports, because many firms

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search for new distribution markets, cheaper sources of raw materials, and labor sources even outside their countries.

The impact of this process is deepening the international labor division causing the political interdependence and economic development of countries. Thus, these countries become to complement each other in production and consumption internationally; the logistics activity is increasing and international markets are combining on the world area.

In connection with labor division began to appear new transnational companies, they use new strategies in global business supply chain and channels.

The economic and logistics integration is the highest level of development in the world economy. The stable political development and economic relations adapts different entrepreneurs, industry, and economic regions and leads to the international economic and macrologistical systems.

Regionalization plays especially important role. Because of countries of certain region can easier to adjust economic relationship having common borders in a given geographical zone and making an optimal logistic structure. There are some examples of successful macrologistical regional structures: the European Union, the United States of America and Canada, Southeast Asia. In this example regional factor is decisive because these countries have common transport infrastructure, absence of customs borders and so on.

In the terms of globalization, however, the transport plays the most important role, implementing the delivering raw materials, finished goods to the places of consumption; taking part in passenger transportation. It creates various means of communications. That's why transport is the defining factor in globalization of logistics activity. On the logistics basis as economic direction was formed transport logistics, the main purposes of which are optimize cargo flows and reduce transportation costs.

Actually, the main task of transport logistics in the period of economic globalization is freight management and transportation costs optimization.

Transport logistics must ensure increasing freight transportations and vehicles efficiency.

Modern business companies are searching for strategies in effective functioning of the transportation infrastructure. Companies which used the integrated logistics concept have the best results. That allows combining the efforts of the company staff, its business units and partners in a single chain: procurement – production – distribution – sales – service.

Today many transnational companies, financial corporations, industrial associations, trade firms have a common purpose: finding a new reserves, the most important factor of which are transport systems. In some countries such as Canada, United States of America, European countries new projects and programs for improvement of international transportation systems are actively developing.

European Union has been developing projects for transport markets integration to increase the transport companies' efficiency, traffic safety, reliability and comfort of traveling passengers.

Improvements in transportation infrastructure are caused by spreading the logistics systems. The defining strategy on the world market is a high speed of transactions processing, that's why logistics in the globalization plays very important role.

*Scientific supervisor: Kodola R.M.,  
Lecturer*

UDC 33:65.012.7 (043.2)

**Melnik V.V.**

*National Aviation University, Kyiv*

## **ECONOMIC SECURITY OF THE ENTERPRISE**

Today, the question of economic security is one of the most significant problems in the company's informational and evolutional development. The company, focused on the efficient and ongoing functioning, requires adequate economic security to stay competitive on the market.

Economic security is based on the company's gradual financial development, which aims at manufacturing necessary goods and providing services to satisfy customers' need and save the important information connected with this activity.

Economic security is affected by many factors. Some factors for a specified period of time can be regarded as conditionally definable factors such as number of employees, fixed assets, but other ones tend to change quickly (prices of goods and services, fluctuations in supply and demand, the level of investments) and it's impossible to estimate them exactly. Consequently, the company may face with strong competition, the national economic destabilization and the world system in general.

First-order condition is developing strategies to ensure and support economic security, which focuses on maintaining the company integrity, preventing and avoiding leakage of data and effective adapting to prospective changes.

There are three types of strategies. They are used depending on the nature of the problem. The first one is a strategy based on cross and obligatory reaction. The second is aimed at forecasting the possible dangers, integrative examination inside the enterprise and outside it. The third is a strategy related to payment negative return. The third is applied when it is impossible to use strategies first and second types.

Economic security is characterized by the following properties: performance, flexibility, adaptability, efficiency, organization.