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FEATURES OF STRATEGIC MANAGEMENT TRANSPORTATION AND LOGISTIC COMPANIES

Active development of foreign trade caused by socio-economic transformations in Ukraine in recent years sharply confronted the domestic economy on the need of improving the organization of foreign traffic.

This fact significantly strengthened the role of transport and logistics companies as logistic mediators that contribute to the foreign trade by coordinating the activities of different actors delivery. The quality of their work directly depends on the effectiveness of foreign trade and competitiveness associated participants of foreign economic activity.

At the same time Ukrainian market of transport and logistics services is under formation, which further complicates the business on it, especially in the presence of foreign logistics operators with many years of operation in different markets around the world.

In addition to the formation of a common approach to strategic management in contemporary economics and applied also addresses issues of strategic management for different industries and areas of the organization. In this study, interest in the development of strategic transport management, in particular in the field of transport logistics.

Research in the field of transport and logical activities engaged in such prominent scientists as E. Babkin E.V. Budrina, A.E. Gorev, E.L. Limonov, E.A. Queen, K.M. Kowlakas, S.V. Myloslavska, L.B. Mirotin, K.I. Pluzhnikov, O.V. Popov, S.E. Shanova, K.V. Kholopov, I.P. Homynych and others.

However, the question of the strategic management of transport and logistics activities (hereinafter – TLD) were raised by scientists recently, apparently because their own market of transport and logistics services (the TLP) in our country due to many circumstances (high dependence on the relevant commercial law base etc.) began to develop much later transition of the domestic economy on market principles of management and currently is one of the youngest and is in the process of formation.

Analysis of national publications on the issue of strategic management TLD shows that currently there are developments concerning the separate structural elements of the strategic management of transport and logistics companies? certain stages of strategic management, or even individual transactions that make up the cycle of management decision on each individual stage.

In particular, some scientists have considered the problem of positioning transport and logistics companies (hereinafter – TLK), a decision which, in fact, is one of the objectives of environmental analysis at the stage of the organization's mission and identify goals.

To develop methods of strategic management and TLK description of the strategic management of the disclosure of its content in relation to the field of transport expedition required the following tasks:

- determination of the structural elements of management the energy sector;
- definition of strategic business units in the TLD to identify objects of strategic management at different hierarchical levels (corporate, business, functional);
- the disclosure of the contents of the stages of strategic management TLK;
- definition of transactions that constitute a management decision cycle at every stage;
- identification of objects and objects of strategic analysis TLD.

TLK strategy development process should include:

- setting the task of developing strategies TLK leadership;
- TLK comparing the current position with the set strategic objectives;

- determine the types of strategic actions that achieve set targets TLK its development;
- evaluation of strategic actions set types, selection of optimal corresponding available at this level of TLK means of implementing the strategy;
- execution of the strategic plan of TLK.

At the stage of selection and implementation of alternative strategic management guidance developed by TLK strategic plan heads down TLK units for rapid processing.

At this stage the Head of TLK using available methods conducted economic modeling situations that arise when converting TLK activities in line with the strategic plan.

The purpose of this phase is to establish the need for resources for (especially funding) needed to implement strategic actions and to identify indicators of economic performance TLK in implementing the strategy.

It appears that the implementation of this phase of strategic management TLK can be used by the general methods of analysis used in economic theory transport? using operational and economic performance of the transport organizations use performance of investment projects, etc.

Thus, the elements and implementation phase of the strategy are:

- transfer of strategic development plan TLK heads of structural divisions;
- analysis necessary to perform strategist.