LOGISTICS: TRAINING PROBLEMS AND PERSPECTIVE IN UKRAINE

Logistics is the engine of the economy, not only at the level of enterprises, but also at the macro- and mega levels. Today it is obvious that the development of the logistics in Ukraine is aimed at integration with the participants of the European market of logistic services. However, the level involvement to the integrated process depends on the meeting the international standards of certain conditions. There are several of them: the quality of trade and transport infrastructure; the ease of arranging competitively priced shipments; the competence and quality of logistics services; the ability to track and trace consignments; the frequency with which shipments reach consignees within scheduled or expected delivery times.

These conditions are considered as indicators of the Logistics Performance Index (LPI), which is defined by the World Bank in the report "Connecting to Compete: Trade Logistics in the Global Economy". This report updates every two years.

The LPI uses standard statistical techniques to aggregate the data into a single indicator. This single indicator can be used to compare countries, regions, and income groups.

The dynamics of the index and its indicators for Ukraine are presented in the Table 1 and Fig. 1.

According to the statistics, Ukraine has moved from 73rd to 80th place in the ranking of 160 countries in terms of the LPI during eight years with a total expert evaluation 2.74 points in 2016. It is common knowledge, the crisis in 2009 led to the decline of Ukraine's rating on all economic indicators. And logistic indicators were not an exception. Deterioration of the customs procedures and tracking shipments quality, as well as growth in the number of deliveries made out of time became especially obvious. The LPI was increasing from 2012 to 2014 that was a consequence of the most of the indicators values growth. The most significant changes were noticed on the criteria of "quality of customs procedures", "international shipments" and "timeliness". Almost steady low level of the infrastructure (transport, warehousing, transloading, etc.) was characteristic of this period.

Table 1. LPI and its indicators calculated for Ukraine

<table>
<thead>
<tr>
<th>Indexes</th>
<th>2008 (rank/score)</th>
<th>2010 (rank/score)</th>
<th>2012 (rank/score)</th>
<th>2014 (rank/score)</th>
<th>2016 (rank/score)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LPI</td>
<td>73 / 2.55</td>
<td>102 / 2.57</td>
<td>66 / 2.85</td>
<td>61 / 2.98</td>
<td>80 / 2.74</td>
</tr>
<tr>
<td>Customs</td>
<td>97 / 2.22</td>
<td>135 / 2.02</td>
<td>88 / 2.41</td>
<td>69 / 2.69</td>
<td>116 / 2.30</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>74 / 2.35</td>
<td>79 / 2.44</td>
<td>70 / 2.69</td>
<td>71 / 2.65</td>
<td>84 / 2.49</td>
</tr>
<tr>
<td>International shipments</td>
<td>83 / 2.53</td>
<td>84 / 2.79</td>
<td>83 / 2.72</td>
<td>67 / 2.95</td>
<td>95 / 2.59</td>
</tr>
<tr>
<td>Logistics quality and competence</td>
<td>90 / 2.41</td>
<td>77 / 2.59</td>
<td>61 / 2.85</td>
<td>72 / 2.84</td>
<td>95 / 2.55</td>
</tr>
<tr>
<td>Tracking and tracing</td>
<td>81 / 2.53</td>
<td>112 / 2.49</td>
<td>50 / 3.15</td>
<td>45 / 3.20</td>
<td>61 / 2.96</td>
</tr>
<tr>
<td>Timeliness</td>
<td>55 / 3.31</td>
<td>114 / 3.06</td>
<td>68 / 3.31</td>
<td>52 / 3.51</td>
<td>54 / 3.51</td>
</tr>
</tbody>
</table>

Source: based on [1]

The results of the 2015-2016 LPI survey show that economic decline has happened. This reduced the rating position of Ukraine from 61st to 80th in the world ranking and actually returned its position to the level of 2009. It should be noted that catastrophic decline on such indicators as customs procedures, infrastructure, and the international shipments was observed. At the same time, higher rating values of the last two indicators in the table 1 is defined. This indicates the improvement of technologies, which implement the ability to track and trace goods, to deliver items just in time.
Evaluation of the dynamic LPI calculated for the period from 2010 to 2016 shows that Ukraine took the 74th place with a total score 2.81 in the list of 167 countries. Thereby, the low rating of Ukraine according to logistics efficiency index is one of the many factors which slow down the integration process of Ukraine into the European direction.

Fig. 1. Dynamics of the LPI and its indicators

To solve the problem of effective implementation of Ukraine's logistic potential it is necessary to improve the quality of professionals training in the logistics area. They must have a high level of theoretical knowledge and practical skills in the management of the logistic processes at different levels, be able to provide a systemic vision of the problems in different spheres of the logistic activity and their effective solution.

In this regard it is useful to highlight a number of problems.

Firstly, it is about insufficient popularization of the logistics as a research area and management practice. Logistics is often not perceived by students as an independent branch of knowledge; it is "lost" among the economic specialties.

Secondly, existing educational programs at universities in Ukraine do not fully meet the requirements of business, training is often focused on outdated standards, in which the fundamental theoretical knowledge plays the leading role compared to the practical skills. The situation shows that students come out of universities only informed but without the experience which should be formed in practice. Universities lack practice in students’ preparation. In other words, there is a gap between the logistic knowledge and skills to apply them.

Thirdly, today, in the market of educational services active work is carried out by training institutes, business schools, training centers; companies which are created for the development of competencies of professional staff members and managers and offer the programs that mainly consist of practical tools and case studies. However, often it looks like the popularization of others experience without a deep theoretical foundation and without the adaptation to the domestic regulatory support [2].

Thus, the problems of logistics knowledge popularization and improvement the quality of logistics education in Ukraine require, first of all, searching new teaching and learning methods, techniques and secondly, cooperation and sharing experience with the leading European institutions.

In the first case, this is about the implementation of training programs at universities in which the fundamental, academic education and professional practical training are balanced. Such programs are designed to form a graduate competence. Competence is represented as a set of
knowledge, skills, professional positions, psychological characteristics, which are necessary for a graduate to successfully realize his or her professional functions.

The competence-based approach implementation requires using innovative teaching and learning methods. These techniques are aimed at consolidating all new and effective ways of getting, transferring and producing knowledge, which should not only provide the practice-oriented training for students but also develop their creativity and personal potential.

It is a case of using interactive training methods and forms such as: analysis of errors, collisions, incidents; audiovisual teaching method; brainstorming; Socratic dialogue; decision tree; discussion attended by experts; business game; small-group work; master classes; method of the situation analysis and diagnosis; interview techniques; project method; modeling; academic "training ground"; public speech; PRES-method etc.

Let us consider some of them. For example, brainstorming is a well-known and widely used interactive method. It encourages participants to use their imaginations and be creative. It helps elicit numerous solutions to any given problem (i.e., What should I do in this situation? How can we overcome this obstacle?).

Small-group activities enable participants to learn cooperation skills. These activities can also help participants learn to resolve differences among themselves.

Socratic dialog is a less known method in which participants try to investigate in a more or less structured way the truth and a value of their opinions in attempting to respond to a self-chosen question. The material of the investigation is their own experience, either an experience here and now or a memorable event from the past [3].

PRES-method provides students with a tool to develop their arguments and opinions. It helps them clarify their thoughts and articulate and present their opinions clearly and concisely. The PRES-method provides a useful format for conducting controversial issue discussions and public policy lessons.

There are four steps in the PRES-method:
  — P State your point of view
  — R Give one reason for your point of view
  — E Give an example to clarify your reason
  — S Summarize your point of view

Using the above mentioned methods also fundamentally changes the role of the teacher who is not considered as a translator, which transmits the prepared information, but a training provider for students.

The ideal basis for the using of these methods should be university-production facilities that will be able to train specialists in accordance with the requirements of a particular business scope.

In the second case, in fact this is about the integration processes into the European intellectual, educational, scientific and technical environment. Implementation of this task provides the participation in joint scientific, cultural, educational and other projects, the involvement of Ukrainian scientists and experts in joint research programs.

One of the forms of the international projects in the logistic education area is the joint master's degree programs.

The joint master's degree program gives some advantages to universities in Ukraine.
  — increasing university status through the entry into an integrated international educational space;
  — making their own logistics master's degree programs more attractive;
  — improving competitiveness of graduates of the specialty "Logistics" in the labor market;
  — creation of the international academic culture;
  — advanced training of teachers and increasing their academic potential both in terms of teaching (thanks to the introduction of new educational methods, quality assurance system, changes in approaches to the educational process) and in terms of doing research;
— opportunity to diversify their own higher education programs by introducing additional variable components.

There are at least two obvious advantages for the European partner institutions:
— opportunity to create the unique competitive logistics program in the European education market, in which the strengths of each university will be used;
— possibility to accept graduates-logisticians from Ukraine for postgraduate programs in the future.

Essential condition of the implementation of the joint master's degree programs is to intensify academic mobility programs by senior managers of universities. As known, these programs provide for two-way movement process of members. Direct mobility involves the movement of students, Ph.D. candidates, teachers, researchers going abroad, "reverse mobility" is the movement of foreign citizens with educational and research purposes from abroad. Experience of the mobility programs implementation in the universities situated in countries which are not members of the EU shows that, as a rule, there is an unbalance of flow of the participants moving in different directions. Indicators of direct mobility programs are significantly higher than the ones which characterize the reverse mobility programs.

To eliminate the current practice of misbalance in the mobility programs organization universities in Ukraine must solve a series of professional and general tasks:
— to develop a strategy of internationalization with the required inclusion of joint Master’s programs in logistics;
— to form the infrastructure for the joint educational programs implementation;
— to form a multicultural competence of teachers;
— to intensify cooperation with the leading companies in the region, that will be interesting for the foreign students who could get acquainted with the best domestic experience of the logistic principles and methods implementation in production, sales activities of such companies. As a result, the basis for research, for writing the master's thesis having practical effect will be formed;
— to provide the comfortable accommodation facilities. This calls for upgrading the hostels, providing the Internet centers, health care programs, gym equipped with facilities for sports, consumer services, etc.);
— to carry out social and cultural adaptation. For this purpose, universities need to provide the adaptation programs to help the foreign students to adapt to the new conditions (language courses, study activities, cultural programs).

Thereby, the logistics development is considered as a perspective direction of Ukraine’s integration into the European Union. In this regard, ensuring the logistics escalation as a professional activity is necessary condition to increase the efficiency of training future specialists in logistics.

References:

2. Grigorak M. Ukraine needs a national strategy of the logistics and transport infrastructure development / available online on the official website of the Ukrainian logistics alliance: http://ula-online.org/ua.