

## STRATEGIC MANAGEMENT IN LOGISTICS MARKET

© 2011 L.A. Sosunova, N.P. Karpova\*

**Keywords:** service, logistics services, strategic logistics, strategic management.

The paper defines the essence of logistics services, substantiated need for strategic management in the market of logistics services, proposed methods of forming the qualitative parameters of logistics services in strategic management.

Service, in the general sense of the term, means someone else's action, benefiting, or providing help to other people.

The nature of logistics activities has the ability to provide consumers the material flow of various logistics services. Logistics services is inextricably linked with the distribution process and is a complex of services provided in supply of goods.

Attributive property of logistics services, according to O.N. Kurbatov, I.O. Protsenko, is their attitude to the management of inventory movement in the system of reproduction. Logistics services is a product of labor, the useful effect is expressed in the form of efforts to inventory the material and related financial and in-

formation flows, as well as participants in the process of inventory movement. However, the assignment of any services related to the process of physical distribution and commodity exchange, to logistics, the authors consider it untenable. O.N. Kurbatov, I.O. Protsenko believe that logistics services directly associate with the sphere of commodity circulation, but they represent a new content and infrastructure services.

Integrated supply chain management optimizes economic flows through the most effective forms of interaction of the chain links. In other words, logistics management - is the management of cross-functional or interoperable interactions of economic agents, whose goal is to optimize the criterion of minimum total costs.

*Received for publication on 27.01.2011*

---

\* Lilyana A. Sosunova, Doctor of Economics, Professor of Samara State University of Economics; Natalia P. Karpova, PhD in Economics, associate professor of Samara State University of Economics. E-mail: natk08@rambler.ru.