

LOGISTIC MANAGEMENT

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Abstract: Logistics is the support function of an organization and it means having the right object, at the right place, in the right time.

Logistic management involves planing, organizing, leading, coordinating and controlling the logistic activities of an organization.

In military science, maintaining one's supply lines while disrupting those of the enemy is a crucial element of military strategy, since an armed force without resources and transportation is defenseless.

Logistics is the management of the flow of goods and services between the point of origin and the point of consumption in order to meet the requirements of customers. Logistics involves the integration of information, transportation, inventory, warehousing, material handling, and packaging, and occasionally security. Logistics is a channel of the supply chain which adds the value of time and place utility. Today the complexity of production logistics can be modeled, analyzed, visualized and optimized by plant simulation software.

JEL classification: L00, L90

Key words: critical; logistics, warehousing, transport, public acquisition, stock management

1. INTRODUCTION

Logistics is that part of the process of supply planning, implementing and controlling the flow and the efficient and effective storage of goods, services and information from point of origin to point of consumption in order to achieve a successful mission. "

A possible definition of the concept of logistics is to apply the 6 P: right right amount of goods at the right time, right quality at the right cost, at the right place. Appears and the 7th P with the right information to all participants.

2. OBJECTIVES

The fundamental objective is to provide logistics services to clients with the lowest costs. Integrated management of the company's operating cycle includes: design, supply, production, distribution, transportation and storage, delivery to the customer after-sales support.

Management can be considered "a process in which the manager operates with three basic elements: ideas, things and people, achieving goals through others.

(A. Mackensie) H. and A. Johanssen Robertson argue that management is the art and science of direct, manage and administer the work of others to achieve objectives, managementul is composed of elements: power, authority and influence.

Peter Drucker in his book "The Age of Discontinuity" highlights the main features of organization and management process, stating "postulates of management." Modern management principles relate to: a) establishing business objectives;

- b) organization of production and labor;
- c) motivation and communication;
- d) establishing methods for measuring performance;
- e) development of performance permanent employees.

Management is one of the factors that explain why a country is rich or poor. " (Richard Famer)

Jean Gerbier emphasizes that management is "organization, the art of lead and manage." O. Nicolescu and I. VERBONCU believes that "companies is studying management and relationship management processes within them in order to discover laws of and principles that govern them, the design of new systems, methods, techniques and management, which would in securing and increasing their competitiveness. "

Science deals with the study management, systematization, generalization of practical experience, seeking new ideas, formulation of principles and rules on the best ways of driving, which gives the maximum results with minimum effort.

Management of public supply, works and services is an activity that is at the intersection of the following:

- Needs;
- Opportunities;
- Resources allocated;
- Economic efficiency;
- Control spending appropriations;
- Legal provisions.

And efficient use of public money legally is a priority of logistics.

Purchase mission is to achieve the necessary products of appropriate quality, right quantity, right source, delivered at the right time at the right time, at the right price. Significance of these matches are:

- appropriate quality - quality needs excessive investment institution is expensive and lower quality goods to customers to induce risk pirderii supplied materials do not resist and they can not be accessed from this company;
- the right amount, higher or lower than that required to enable economical delivery or avoid the risk of adverse price fluctuations or the obsolescence of goods;
- Source appropriate, reliable and capable of performance characterized by competence;
- Place right-to a central repository, directly to the store's own production directly to the customer;
- The right time - purchases made in advance when a particular application or event within the request made by the department of acquisitions;
- The price under the most favorable total cost, which can be purchased utilities that you want, not necessarily the lowest market price.

3. METHODOLOGY

3.1. Conceptual aspects of management as a science

Scientific management refers to "the principles and rules made by management science in certain specific circumstances, taking into account the specific aspects and requirements to achieve objectives." (C. Pintilie)

Modern management is the synthesis of science, practice and art, respectively, a mood that reflects a way to accept the novelty (for example to know, see, to want to achieve).

Management forecast refers to the development strategies of firms, embodied in long or medium term plans.

Dynamic exploration is based on future studies and long-term forecasts, as this is a place to prepare for the future.

Public management is the application organization and management in public administration to carry out services that meet the requirements and the public interest.

Human resource management in personnel management opționalitatea introduce, namely labor.

Study compared the differences and similarities Management of local practice and in different countries.

Processes mainly quantitative performance appears within the entity, but management processes are essential in terms of quality. The theoretical relationship management is complemented by management, the organization considered the relations established between components or components of them and other micro and productive systems.

Management science is considered as evidence: 1) rationality, 2) reliability, 3) perfectibility, 4) verifiability, associated with (articulated): a) an object of knowledge, b) their own language, c) set of principles, categories, laws , notions, d) methods and techniques; e) theories and hypotheses. All the elements mentioned above, viewed in combination effect, allow estimates and predictions based on mechanisms that characterize the cause-effect binomial.

Management is a collection of activities including planning, decision making, organization, management (directing) and control, all aimed at the use of human, financial, material and information organization in an effective and efficient manner to achieve an objective.

Any categories of work efficiency is measured by comparing the effort with the result. Assessing the managerial effectiveness in logistics we refer to, is even more difficult in this area as the results can not measure, weigh and compare with precision.

The results are the managerial logistics decisions, dispositions, plans, programs, guidelines, explanations and corrections adopted asigurarea forțelor that with everything they need to fulfill their missions. Work of logistics managers, and the results of their work is not an end in itself but pursue specific scientific goals and objectives and their achievement is the fundamental criterion for assessing the act of driving.

Effectiveness of logistics management activities can be judged by the objectives and tasks have been completed and not in any way but forward, full of quality, efforts and costs minimized.

3.2. Logistics in contemporary economic theory. Etymology of the concept of logistics.

Eastern Logistics concept is borrowed from the vocabulary evolutiv. Termenul military logistics, which means "the art military targeting problem with food supply and troop transport"

Logistics first appeared in the First World War, when troops from the front needed equipment. Logistics is the activity aimed at managing the physical flow of an organization, by providing relevant resources.

The term "logistics" originates from the Greek word "logistik" (λογιστική), meaning accounting and financial organization.

In 1968, F. Magee introduces the notion of flow: is the technique of control and logistics management of flows of raw materials and products, from their sources of supply to their point of consumption

Another highlight definition of logistics supply chain that creates added value and can play a vital role for the company to gain a competitive advantage over competitors.

Initial use was to describe the logistics of movement science, supply and maintenance of military forces in the field. It was later used to describe the management of material flow through an organization, from raw materials to finished products.

Logistics is considered to have originated in the need to supply the army with weapons, ammunition and food rations. Oxford English Dictionary defines logistics as "the branch of military science on purchasing, maintaining and transporting material, personnel and facilities." As such, logistics is commonly seen as a branch of engineering which creates "people systems" rather than "machine systems". When we talk in terms of human resources management, logistics is to give inputs, ie "manpowers recruitment."

So logistics is defined as the acquisition of strategic management, movement and storage of materials, semi-finished and finished products (with appropriate information flows these processes) within the company and distribution channels in order to satisfy orders with the lowest costs for company

Contrary to military research, which saw the logistics a secondary function (famous phrase, 'Intendente will follow! '), Contemporary research has made the strategic game-competition Crono to impose another sentence, 'Intendente not must follow, but precede "(Charron and separates, 2004, p. 217).

ASLOG (French Association for the logistics company) proposes the following definition, 'Logistics is the set of activities aimed at making available at the lowest price, a quantity of a product where and when there is a demand. "

3.3. Logistica military - logistics precursor goods.

During the World War II, participating armies have developed and used different models of logistic systems for the material to reach the right place when needed. Currently, the term logistics is widely used to define the activity of material, technical and medical troops (food, equipment, technical and material supply of all kinds), including their transport and disposal.

The most significant changes made to the military logistics have been reported on reconsideration stocks. If until relatively recent times military expenditures were

subordinated to the goal, is felt concern for limiting costs due to increased efficiency actions.

In most cases logistics is viewed from the angle of four components: command logistics, procurement, transport and support services

In the aftermath of the Second World War, logistics concepts and methods have been temporarily ignored, the world, amid a trend of development of economic activity producing companies had as main objective the increased demand for goods in postwar years. Success in business depends apparently only the ability to meet market demand, particularly in terms of quantity. Economic recession in the second half of the 50 companies and reduce profits have forced business people to identify cost control systems, able to maintain or increase their business efficiency. Thus, many operators have started to consider the untapped potential in the field of physical distribution, namely the physical flows downstream client-oriented companies. Physical distribution concept was widely used among the decades before the term is commonly used logistics academics and business vocabulary.

Gradually, the term logistics and expanded economic activity and in other areas. In the 80s of the twentieth century, for example, efforts to eradicate hunger in Ethiopia have imposed the application of the logistic food supply activities. A significant proof is manual entitled "Getting It There - The Logistics Handbook for Relief and Development", published in 1987 by World Vision International, one of many humanitarian organizations, acting on the African continent. Logistics principles can be applied also government actions and non-profit organizations.

Logistics is becoming a tool to reach global scientific social structures through which information is safe door, materials, products, people, the purpose of carrying out all activities with the lowest costs. In such a set is found and the military, not only will be subject to appropriate scientific analysis, but will be forced to restructure to meet the quality as well the role for which it was created.

Today, more and more researchers predict that logistics will become an independent science, which will study the information and material flows that result of the work must be achieved on time and reach the consumer quality, quantity and time set.

Military logistics will be appreciated as a distinct field of study and application of knowledge of general logistics. At the same time not too distant future is about to impose military logistics as a branch of military science, consists of specific principles, the purpose of ensuring multilateral research study of the troops with what they need to fight and live. It will have interdisciplinary scientific field, he operating with mathematical knowledge of economic and financial, managerial, medical, psychological, legal, cultural. To the extent expressing principles and practical rules to ensure the units and large units of material, technical and support systems, logistics, military, may be perceived as a component of military art, along with tactics and strategy.

4. ANALYSES

Logistics management is based on five prioncipii: planning, organization, management, coordination and control.

Logistics directly influences the life of people in society.

Manage logistics meant to achieve different perspectives: an interoperable, other-oriented distribution network, and a strategic and tactical

Since the 1980s, physical distribution of products (external logistics) and supply (internal logistics) are integrated in the same physical value chain logistics system total or total logistics chain

Total supply chain is a tool to understand the dynamics of costs and elements of differentiation.

Accessing European funds for financing the management of procurement projects

Given that all EU countries make efforts to make better use of public money, ensuring the transition from resource management to results-based management and multi-annual budgetary planning, Romania has a major advantage represented by the implementation during 2007 - 2013 structural instruments corresponding to the three objectives of EU Cohesion Policy: convergence, regional competitiveness and employment and European territorial cooperation.

Europe as a whole, is one of the richest regions in the world, but within it, between European countries or even between regions of the state, there are big gaps in terms of economic and social development. To correct these disparities was promoted cohesion policy is based on two fundamental concepts: solidarity and cohesion. European solidarity principle guiding policy to help those regions and EU citizens who are at a disadvantage, economically and socially, compared to European average. Cohesion involves generating benefits for all as a result of reducing disparities between countries and poorer regions, on the one hand, and the most developed, on the other.

5. CONCLUSIONS

In evolution, logistics known structural changes, relational act, depending on the characteristics of historical periods went through the Romanian people.

Logistics is becoming a tool to reach global scientific social structures, which ensure fluency with information, materials, goods, people, etc.. In order to conduct all activities with lower cost.

Today, more and more researchers predict that logistics will become an independent science, which will study the information and material flows that result of the work must be achieved on time and reach the consumer quality, quantity and time set.

It is considered that logistics covers the technical and material aspects in which the important human actions. They talk about logistics education, military logistics, marketing logistics, logistics negotiations, logistics, etc. criminals. Renowned economic experts trying to convince us that "managers will be successful logisticians who will have an overview of the strategic plans of your company and understand the role of logistics in the success of these plans. Logistics will have a significant strategic role in achieving competitive advantage by firms competing in global market conditions".

The term synergy is found widely in logistics activities. It's actually a positive synergy, meaning that if all the logistics departments should work together to achieve specific tasks, then it could ensure the successful fulfillment of specific tasks.

Logistics will continue to structure that will provide necessary material support without which the mission entrusted to not be fulfilled.

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