

LOGISTICIAN'S CAREER IN THE TWENTY-FIRST CENTURY

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Abstract: Logistics today has a special importance in the success of any company. Logistics has a major impact on any economy. It is of particular importance for the survival of human beings having a major impact on the quality of life. Logistics affects our success in all areas. Without logistics any process of adding value can not be conceived. Under these conditions, the labour market demand for logisticians at all levels is excellent. Permanent increase in the importance of specific logistics activities lead to considering career in this area as very attractive. Depending on the size of the company, logistician's responsibility will bind to one or more logistics functions. Nowadays, the logistician can be viewed as a facilitator of trade and doing business.

Key words: modern logistics, logistician, career, customer value.

Introduction

In the early post-war attempts to define the physical distribution, the American Marketing Association perspective on this field is included in this approach. The definition proposed in 1948 considered that physical distribution is the movement and handling of goods from where they are produced to where they are consumed or used (Sima, 2011).

Among the first attempts to define the physical distribution, Peter Drucker's is also included here, from 1962, stating that physical distribution is another way of naming the entire business process.

Ever since the late 60s of the twentieth century, defining physical distribution was marked by management and systematic approaches.

Used in parallel with physical distribution term, the term of logistics was defined by many experts, including James L. Heskett in 1977, who considered that the logistics process includes all the activities involved in the flow of products, the coordination of resources and markets, achieving a given level of service at the lowest cost.

Discovered as the practical activity ever since the ancient times and later adopted by the modern economy, logistics can be seen as a set of elements that provide the material and operational support for the proper evolution of any human activity. Etymologically, the term logistics comes from the Greek word "logisteo" which means "to manage". In ancient Rome "logiste" meant the intendent or administrator who was responsible for ensuring military all material resources and necessary elements for making a war. Military is the one who gave practical significance of this term to describe those activities through which the two essential factors of the

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flow management needed for military maneuvers are combined, namely space and time. For military, logistics represents all means and activities that enable the implementation of tactical and strategic military planning. Military strategy decides where and how the action takes place and logistics aims to ensure the movement of combat equipment and troops in the set location.

General Colin Powell stated that he learned about logistics that it is the one leading you on the battlefield and supporting you in battle.

The evolution of logistics concept is not just about simply replacing the term physical distribution with logistics. Depending on the economic and business environment in each country the role and significance of logistics are the result of a series of steps that have alternated in the early 50s of the 20th century to the present day.

A reference staging was suggested by Professor Donald J. Bowersox (2012), as follows:

- coordinating operations. Initially, there was concern for coordinating the physical distribution operations, namely transport, storage and processing orders. The purpose of these activities was to provide timely customer service.
- personnel regrouping. This step was prompted by the companies' decision to increase efficiency of physical distribution management activities and materials' management.
- integrated logistics. In the ninth decade of the twentieth century the new concept of integrated logistics has shaped, integrated logistics system respectively. The terms describe the movement of goods through a chain of consecutive links of value added that are designed to ensure products reach at the time and place, in the appropriate amount and form.
- strategic logistics. A significant step in the evolution of logistics is the emergence of the concept of strategic logistics in the 90s. With this new perspective, the use of logistic competence and logistics alliances from the entire marketing channel is defined, in order to achieve the competitive advantage. Strategic logistics is based on inter-organizational alliances that allow the combination of a company's assets and performance with the services provided by other logistics operators.

To describe the situation of companies that have managed to achieve a higher level of logistics competence, the "leading-edge logistics" concept was used. This category of organizations also uses logistics as a competitive weapon in order to gain and maintain customer loyalty.

In 1991, the Council of Logistics Management replaced the term management of physical distribution (defined in 1976) with the term logistics, defining it as: the process of planning, implementing and controlling efficient and effective flow and storage of goods, services and information related, from the point of origin to the point of consumption, with the purpose of meeting customer requirements.

Today, logistics is considered a power that connects all enterprise with the customers and its suppliers through two interrelated flows, the flow of goods and the flow of information.

Modern logistics allows efficient transfer to consumers ensuring movement of raw materials / materials / right products, in the right quantity at the required quality, on your own terms, at the right time, in the right place, at the right cost for the right customers, associates, suppliers and shareholders.

Large companies like Coca-Cola or Nike admit that much of their success comes from their efficient logistics systems worldwide.

Logistician's career in the twenty-first century

Given the importance of logistics in any economy, the demand for logisticians is growing. The requirements imposed have increased, creating the need of well-educated, talented professionals with a wide range of skills. The number of people, of which more and more women entering the field of logistics directly from high school, college, and other areas is increasing rapidly. Opportunities for women are better than ever when it comes to building a career in logistics. Any educated person, possessing skills and enjoying working in a team can manage to build a prosperous career in logistics management.

Wages obtained by logisticians are motivating. There are some key aspects that contribute to the variation of these revenues including: personal factors, organizational factors, factors specific to the workplace, the type of industry performance, scope of experience, responsibilities, organization size, education level, geographic location, etc.

Particular attention should be paid compensation packages through which several benefits can be received, such as insurance premiums, installation premiums and support of education.

The logistician can work both in state and private companies, small or large organizations.

In logistics there is no single way to build your career. The possibilities are numerous. The logistician's career will be influenced largely by personal skills, the interest shown and the decisions which he adopts.

One can start as a sourcing agent or sales agent, then as an analyst and later as an expert or transportation dispatcher. As he demonstrates his managerial capabilities, he can progress to reach positions of greater responsibility. It is also possible to decide to transfer to gain experience in other parts of the organization.

The logistician must have sound knowledge in various fields. It works with people in the logistics sector and production, marketing, accounting, finance, etc.

A key to success in this area is flexibility as logistics itself involves assuming. To succeed in an uncertain environment, companies must respond to changing customer needs and logistics flexibility is an important part of the answer. Thus there are dependency relationships between flexible logistics competence, flexible logistics capability and customer satisfaction.

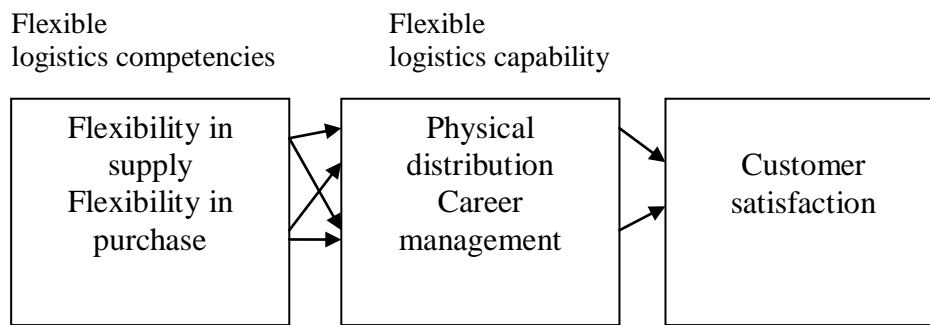


Figure 1. Logistics flexibility and its impact on customer satisfaction

Career in logistics can focus on a wide range of areas including: planning and analysis; transport; storage operations management; planning and inventory control; purchasing and management of resources; international logistics management; production planning and operations; chain management supply; information and control systems; logistics services in sales; engineering logistics, etc. These areas can be combined in any shape under the responsibility of a single logistics manager. There are many of the rising career paths in logistics in production companies. Except planning production activities, similar opportunities are available and merchandising companies. There is also an opportunity to build a career in logistics, passing from one logistics function to another, or moving to other departments of the organization, or by switching from one type of organization to another.

It is important to realize that not all organizations, especially small ones, have a logistics department. In these organizations logistics functions are spread across multiple departments. Meeting such context, career can be formed by the marketing department, production, operations, and / or specific product divisions. In these unique circumstances, there will still be performed logistics functions and one could become a production or marketing vice president.

There are several possible starting points for a successful career in logistics. Therefore, one can start a career in many types of organizations, many logistics activities, and virtually any location on the globe, depending on skills and personal interests.

It should be remembered that there are many opportunities for making a career in logistics. Manufacturers and merchandisers offer excellent employment opportunities for logisticians and in this sense the opportunities, training and duties are varied. Some manufacturers and retailers have formal training programs while others use workplace training to prepare new logisticians. Initially they may be prepared to work in logistics, planning and logistics analysis, or manufacturing operations.

Transport generates most of the costs of logistics and has a great impact on the overall success of a logistics system. If the challenge of providing quality customer service is interesting, then a career in logistics is welcome and very helpful.

A logistician works with people, processes and information.

In general, today's logistician develops processes to identify customer issues and resolves them quickly, having as essential necessary competencies the following:

- excellent persuasive, empathic skills;
- ability to manage interpersonal conflicts and pressures;
- ability to have knowledge about the product;
- problem-solving skills;
- creativity;
- ability to work under emergency conditions;
- resistance to stress;
- attention to detail;
- strong communication skills to deal with people.

Conclusions

Modern logistics is scientific and has an overwhelming importance in the life of any company regardless of its size or its objectives.

In this difficult period in which it is hard to talk about forecasting, the solution would be to make, in a high extent of fixed costs into variable costs that are directly proportional to the volume of the activity. One solution for logistics services would be outsourcing. Thus, the logistician and the customer will have a common goal of engaging costs according to their needs, while maintaining control and ensuring optimal organization.

By working with transport companies, private warehouses or other specialists, company's resources can be focused on its core production.

By logistics, each functional area of a business is linked and this is vital for the success of the organization.

However, companies that invested in logistics and conduct specific activities at the highest level consider logistics as an asset that can hardly be imitated by competitors. Efficient modern logistics is similar to a tangible asset of great value to the company. In this case logistics operations are the true ways to create increasing value for customers.

The logistician in a modern economy is a factor bringer of profit.

Building a career in logistics is definitely a challenge. It is a true art to give flexibility and at the same time hold your activity within efficiency parameters in order to become a true long-term partner for the customer.

The demand for logisticians is a growing trend around the globe.

As logistics is present in each industry, these jobs are often stressful because developments are in a rapid pace.

Employment with logistics staff is expected to grow by 22 % in the U.S. during the period 2012 to 2022, much faster than the average for all occupations.

Increasing employment in logistics is related to its importance in a global economy. The prospects of these jobs will be beneficial for those with a bachelor's degree and work experience related to logistics.

The average annual salary for logisticians in the U.S. was \$ 72.780 in May 2012. According to Google Analytics over 49,000 online applications for jobs in logistics were posted within three months (February 2012), the figure increasing by 24 % compared to the same period last year.

As shown above, being a logistician is a challenge of the years to come and will bring enjoyment to those who choose such a career.

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KARIERA LOGISTYKA W DWUDZIESTYM PIERWSZYM WIEKU

Streszczenie: Logistyka w dzisiejszych czasach ma szczególne znaczenie dla sukcesu każdej firmy. Logistyka ma duży wpływ na każdą gospodarkę. Ma ona szczególne znaczenie dla przetrwania istot ludzkich mając zasadniczy wpływ na jakość życia. Logistyka wpływa na nasze sukcesy we wszystkich dziedzinach. Bez logistyki żaden proces dodawania wartości nie może być powzięty. Zgodnie z tymi warunkami

zapotrzebowanie rynku pracy na logistyków na wszystkich poziomach jest ogromne. Stały wzrost znaczenia poszczególnych działań logistycznych prowadzi do postrzegania kariery w tej dziedzinie jako bardzo atrakcyjną. W zależności od wielkości firmy odpowiedzialność logistyka będzie wiązać się z jedną lub większą ilością funkcji logistycznych. Obecnie logistyk może być postrzegany jako podmiot ułatwiający handel i prowadzenie działalności gospodarczej.

Słowa kluczowe: nowoczesna logistyka, logistyk, kariera, wartość klienta.

在二十一世纪的物流师的职业生涯

摘要：物流今天有一个特别的重要性在任何公司的成功。物流对任何经济有重大的影响。它是对人类生存的产生了重大影响，对生活质量的特别重要。物流影响我们在所有领域的成功。没有物流不可以设想任何添加价值的过程。在这些条件下劳动市场的需求为所有各级后勤专家是优秀的。在具体的物流活动的重要性的永久增加导致考虑在这一领域作为非常有吸引力的职业生涯。根据公司的大小，物流师的责任将绑定到一个或多个物流功能。如今，物流师，可以被视为调解贸易和做生意的人

关键字：现代物流、物流师、职业生涯、客户价值。