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REQUIREMENTS OF UKRAINIAN EMPLOYERS TO THE PROFESSIONAL AND  
PERSONAL COMPETENCES OF LOGISTICS MANAGERS

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*This article reveals the concept of logistics as a science, its directions, it is about the popular and in demand in the labor market profession of logistics manager, the requirements of Ukrainian employers to the professional and personal competencies of logistics workers.*

Recently, the world's leading countries have begun to use new methods and technologies for managing the movement of material flows in the field of trade through the concept of logistics, on which they rely on. After all, the competitiveness of the enterprise depends on the ability to reduce its costs to increase profits. The latter is possible, in part, due to high-quality logistics operations.

Logistics is the science of managing material flows from the primary source to the final consumer with minimal costs associated with the movement of goods and the flow of information that serves them [1]. Material flows may occur both within one enterprise and between different enterprises. In this case, each material flow corresponds to a certain information flow, which in temporal and spatial aspects may not coincide with the material [2]. Incompetent management of material flows can significantly worsen the financial condition of the enterprise. That is why today no company is able to do without qualified logistics managers.

In order to be able to work as a logistician, you need to specialize in one of the following areas:

- Technology of transport processes;
- Operational activities in logistics;
- Organization of transportation and transport management;
- Management, economics, service;
- Customs [3].

Due to the shortage of staff, companies need to have a competent motivation policy to retain their employees and attract new staff. But at the same time, Ukrainian employers make significant demands on the professional and personal competencies of logistics workers.

Competence — the ability of a person to successfully socialize, learn, conduct professional activities, which arises on the basis of a dynamic combination of knowledge, skills, abilities, ways of thinking, views, values, and other personal qualities. Professional competence is a basic characteristic of a specialist's activity; it includes both semantic (knowledge) and procedural (skills) components and has the main essential features, namely: mobility of knowledge, flexibility of professional methods and critical thinking [4]. Among the professional qualities of logistics managers, employers highlight the following:

- experience in transport and understanding of the freight market;
- knowledge of the transport market of Ukraine and the EU, rules and standards of cargo transportation;
- experience in transport companies from 1 year;
- computer skills at the level of «confident user», the desired knowledge of 1C;
- higher or incomplete higher education;
- knowledge of languages (preference is given to English, Polish, German);
- ability to negotiate and involve customers.

Analyzing the vacancies of logistics managers in the leading cities of Ukraine [5], it should be noted that a large number of employers pay considerable attention to the personal qualities or soft skills of applicants for such positions.

Personal qualities of a person are properties of human nature, because they are formed by upbringing, innate traits and a certain genetic predisposition to certain processes. Important for the employer personal qualities of the employee-logistician include:

- responsibility, purposefulness;
- logical and analytical thinking;
- sociability;
- team work;
- self-discipline;
- tidiness.

Anyone who has never worked in the field of logistics only roughly understands the basic essence of this profession and mostly considers the logistics manager as a specialist in the organization of transport routes and placement of goods in different economic systems. But in fact, analyzing the professional qualities of a logistician, we can say that the range of tasks and responsibilities of such an employee is much wider. Logistics managers plan, control and monitor logistics processes. They aggregate and distribute flows of goods together with relevant information. Logistics managers also deal with supply chain management tasks — inter-firm logistics management or joint commerce — online collaboration between companies throughout the

value chain of a product or service. Using the concepts of e-business and web technology, they are responsible for the implementation and optimization of software solutions, as well as for optimizing the organizational structure and internal processes of the company — from procurement logistics to production logistics and sales logistics.

Thus, the profession of logistician is not only the organization of transportation, as most people believe, but a much wider list of skills, knowledge and abilities.

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