

RESULTS OF TRANSFORMATION OF LOGISTIC PROFESSIONAL COMPETENCIES DURING THE GLOBAL PANDEMIC

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This study outlines the current changes in requirements of the labour market for logistics professionals through the prism of the changing business environment caused by industrial change and current crises. Proposals for the introduction of changes for the higher education and postgraduate professional development providers were given.

It should now be understood that the most important role of professionals involved in organizations' logistics activities is the optimization of logistics costs in flow management (material, financial, information) and risk management in the rapidly growing demand for logistics services in the consumer market. In addition, a significant goal of logistics is to balance customer satisfaction with the cost of achieving it, taking into account that excellent customer service requires more resources, which is accompanied by higher costs.

At the same time, coronavirus-related quarantine measures have effectively changed the rules of the market, including increasing the share of e-commerce in the overall sales structure. In particular, the boom in targeted small deliveries has become a new trend. The demand delivery and last mile sectors are among the biggest beneficiaries of the coronavirus crisis. It is thought that the current pandemic environment may also accelerate technological change through artificial intelligence and automation [1].

The competencies of a modern logistics professional can be considered in the context of the modern division of competencies into "hard" and "soft". Accordingly, the most important professional skills ("hard") are higher education in the sphere (economics, management and administration, marketing), work experience, knowledge of foreign languages, mainly English, IT skills and ability to use specialized software, knowledge of law and documents. There is a demand, in particular for its growth, for such soft skills as

proficient communication, time management, responsibility, self-organization, attentiveness, etc.

The labour market in the field of logistics has a great potential for employment: the availability of open job offers is constant and quite significant. With the influence of transformational phenomena of the national economy, complicated by pandemic and crisis constraints, the labour market shows adaptation to change. There was a growing trend towards the acquisition of a set of intrapersonal skills, consolidated demand increased by 19%, and more often required to have some experience in the profession and fluency in English or some other foreign language. Despite the rapid continuous digitalization of processes, the need for some specialized knowledge in the field of information technology does not show significant growth, but is one of the most popular requirements, and the availability of higher education is losing priority due to the growing role of non-formal education [2].

To determine in more detail the impact of pandemic phenomena on the requirements for candidates for positions in the field of logistics in the labour market as a whole, the following hypotheses are proposed on the basis of the following assumptions:

- 1) the availability of higher education has become less important;
- 2) work experience has become more necessary;
- 3) the requirement for knowledge of a foreign language has increased;
- 4) The candidate must have a set of diverse professional skills.

Analysis of hypotheses about the impact of pandemic conditions on the requirements for future professionals in the industry showed that at all three levels of significance (1%, 5%, 10%) there is an increase in the proportion of frequency distribution of the requirements for employers' experience and a range of super-professional skills. On the other hand, there has been a decrease in the level of requirements for higher education (in general, without mentioning the profession or not) among candidates. These results suggest the continuation of trends in remote business processes, automation and digitalization of processes, along with balancing automation and personal participation of the expert, increasing the

role of "good" thinking, knowledge, experience and diverse skills of the candidate.

It is worth noting that internship programs and announcements without work experience requirements provide a sufficient amount of opportunities for graduates of specialized educational programs and beginners in the field. Professionals with some experience and ideas, in turn, have the opportunity to improve their skills through internships, training courses, certifications in a convenient way [3].

Due to the high dynamics of the market, the requirements for the competence of candidates are also highly dynamic and may change depending on changes in the environment. This fluctuation requires a flexible system of both higher education and postgraduate professional development. Therefore, it makes sense to create new and support existing platforms for professional self-education in the field of logistics and supply chain management, which will improve your skills online. The lack of de facto attachment is a characteristic advantage of the pandemic crisis for self-development and work in general. Therefore, such platforms create a favorable environment for further development, which should be considered by both traditional higher education institutions and responsible employers seeking to have highly qualified logistics professionals in their organization.

References

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