

PROBLEMS OF EXPORT OF TRANSPORT AND LOGISTICS SERVICES IN THE CONTEXT OF INTEGRATION PROCESSES

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ABSTRACT

The example of establishment and operation of the joint-stock company «TransContainer» shows the inevitable transformation of economic relations and relations in the system of transport and logistics services that are integrated into the

markets of foreign countries when transporting goods by rail. In particular, the question is raised about the scientific interpretation of the commodity essence of the service as an object of civil law and transport logistics as a type of commercial work.

Keywords: transport market, transport-logistical service, organizational and legal bases, transport logistics.

Background. Considering the transport industry of domestic economy in the context of the current market environment, it is first of all necessary to raise the issue of integrating it into the international transport system on the basis of export of transport services (in general, deliveries of transport services) to foreign and domestic consumers, in containers – through promotion and development of ideas relating to transport logistics.

In methodological terms, this task was initially tested and solved using the example of creation, development and operation of PJSC TransContainer. At the same time, the undertaken actions had organizational-structural (structural-administrative), functional and legal aspects, demanding innovative solutions [1, 2].

Objective. The objective of the authors is to consider problems of export of transport and logistics services in the context of integration processes.

Methods. The authors use general scientific methods, comparative analysis, evaluation approach, economic assessment method, statistical method.

Results. The main difference between the foreign transport and logistics environment is that the main subject and participant in it is an enterprise with the status of a legal entity that independently and completely is liable with its property and all other assets for its obligations. The main and only subject, able to make decisions, which we have until now, was the state. Now, in the sphere of container transportation, it is necessary to have a subject able to integrate into the international transport system. And here, perhaps the most important point is whether it is legitimate to consider the structure and management structure of the organization, which usually focuses on the formula: the structural construction of the enterprise is a «frozen» display of its functional activity.

The most adequate concept of integration for the transport services market was the ability of the subject to export transport services or to provide transport services to a certain circle of foreign consumers on its own and foreign territory. This requires the emergence of a network of agencies directly subordinate to the parent enterprise. A vertically integrated structure is optimum for such a network, which fully corresponds to the organization of container transportation.

Experience shows that the most suitable form of a structural organization from many points of view is an enterprise with the status of a single legal entity that has a right to have its own branches and any structure for managing economic ties.

Without going into details and relying on the practice of existing structures, it is possible to present the company's management structure in the form of a three-level vertically integrated economic system according to FOCT scheme [1, 2]. It is this structural

scheme that allows one to develop not at the expense of fundamental restructuring under changing external economic conditions, but by adding the necessary functions and, correspondingly, functional management units.

Under the abbreviation FOCT the following concept is hidden: the focal organizer of container transportation. The logistics concept of a focus company in the sphere of supply chain management (that is, in the sphere of purchase and sale or the sphere of competence of trade logistics) includes companies that, as the first link in the supply chain, essentially determine the configuration and content of the rest of the chain.

By analogy with this, in the transport and logistics sphere, the status of the focus company arises from the one to whom the client first applied for the delivery of the transport service, the logistic configuration of which is beyond the scope of the contractual competence of the company. And in accordance with this, it is compelled, in the interests of its client, to undertake, on mediation terms, the involvement of co-executors carrying out their activities in the sphere of competence of another contract of carriage (for example, a bill of lading).

The main advantages of enterprises (organizations) with a vertically integrated structure are:

- objective provision of synergy within the space served;
- the ability to replace the market mechanism of interaction between upper and lower levels (as may be the case with a normal freight forwarder) by an intrafirm communication organization into a single technological chain, which entails a reduction in transaction costs;
- the presence of the person making the decision in disputable situations;
- the ability of the administrative structure to grow on the terms of hierarchical subordination by any number of functional structures, including abroad;
- the ability of the organization to enter into any alliance on contractual terms in its own interests and on terms of performance of functions related to the delivery of its services;
- the ability of the organization, at its discretion, to establish subsidiaries and establish joint ventures, as well as liquidate them in accordance with the procedure established by law.

The latter circumstance is also important from the point of view of creating abroad dependent structures as subjects of the transport and logistics environment, which forms the fact of integration. In turn, the ability to enter into any alliances on contractual terms allows, for example, to productively improve any joint structure, as well as to enlarge or disaggregate its branches or subsidiaries within the framework of not only a single customs space, but also beyond its borders. Such circumstances are already beginning to arise.

The structural organization of the company must be such that it can easily realize its function in the regions, as well as abroad.

In the market of transport services in the sphere of organization of container transportations, it is positioned as:

- organizer of transportation (freight forwarder) of goods in containers for external consumers of services;
- agent of the railway carrier on their terminals;
- operator of terminal activity;
- operator of containers and cars for their transportation;
- 3PL logistics provider with the functions of a focus company;
- a logistics 4PL provider, if we understand this as the ability to organize a freight system under its control throughout the delivery of goods.

According to the structural arrangement, the company must have territorial branches in the regions with structural subdivisions, which predetermines a three-level hierarchical vertically integrated structure:

- the upper level is represented by the parent company itself with the status of a single legal entity that has the appropriate staff performing, in accordance with the declared functions, the management of all activities;
- in the regions of the country, territorial branches are located that do not have the status of a legal entity; they should include linear enterprises (agencies) and service centers that directly interact with customers at the level of service formation and execution.

Direct implementation of the service takes place at container sites of railway freight stations open for operations with containers, as well as at destination stations under the contract of transportation, at port stations, in ports, at container sorting stations, abroad.

Since the function of the company is formed by separating it from the structure of the parent structure, in this case JSC Russian Railways, the company will be considered as one oriented to the railway transport, the primary competence of which is the scope of the contract for transportation of goods by rail. In accordance with this, the number of branches can be formed according to the number of territorial structures of the head organization of the management of the work of railway transport. If necessary, the branches can be enlarged and reformed. However, this does not mean that the sphere of activity of such a company is limited only by the organization of the carriage of goods by rail. Just the opposite.

The status of the focus company allows to form any logistic chain of delivery of transport services and to involve the necessary executors on performance of separate services.

And it is this company that begins with the client's consent to form the configuration of the delivery chain of its cargo (goods) necessary for the client. As already noted, this procedure is carried out in respect of the operation of transportation by rail on the terms of an agency agreement with Russian Railways (as with the carrier by rail) and on terms of mediation in favor of its client with all other executors of subsequent operations in the delivery chain.

The number of agencies is unlimited and is determined by the number of railway freight stations taken to provide transport services in the sphere of

organization of container transportations, as well as the number of those joints between operations where it is necessary to organize the transfer of cargo from the previous performer to the next one. The network of agencies and other executors forms the transport and logistics network of the company.

As the infrastructure transport and logistics facilities of the company, the container sites entering the transportation and technological complex of freight stations, but separated from it as separate objects, as well as capital structures (buildings), where the agencies, commodity offices, the organization of auto-delivery, the garage economy and others.

The legal aspect of the problem of integration is that until now the service (transport service) as an object of civil law is formally equated with the goods, since it can be sold, and on the other hand, the terminology that characterizes it from the point of view of purchase and sale and supplies. In all likelihood, this is due to the fact that the transport service and its commercial essence have not yet received the proper economic scientific interpretation, although such attempts have naturally been made.

In turn, under the delivery of transportation services, we offer to understand the provision of transportation services or a set of transport services for organization of cargo delivery, including in containers, by performing work associated with the transfer of cargo from one logistics operation to another in the process of moving it in accordance with transportation contracts. The delivery of the transport service, as well as the delivery of goods, must be strictly under the contract. Currently, such a contract is not envisaged by the Russian Civil Code.

Conclusion. All this shows that in fact, today, as an example of functioning of PJSC TransContainer, we are witnessing a new page in the development of a system for organizing the transport of goods on the basis of all the same assets, but within a significantly expanded space and on a different legal basis. This situation simultaneously contributes to the expansion of a range of transport services, and formation of foundations of transport logistics as a new modern stage in the development of freight and commercial operations in rail transport in the context of market integration processes.

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