



Economic perception of the concept of business logistics in the light of the dysfunctions of modern supply chains

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Received Date: July 24, 2024

Published Date: October 08, 2024

Abstract

The phenomenon of increasing risk of economic processes, accompanied by the growing unpredictability of events and increasing difficulties not only in their forecasting, but also in the very description of the existing state of modern supply chains and their logistic situation, result in a state of increasing cognitive theory noise. The author's point of view and description of the logistics reality adopted in the article is based on the observation of economic phenomena, existing paradigms of logistics thinking and the synthesis of the main directions of research interests in the current literature on the subject, and is associated with the desire to trigger a scientific discussion based on the adopted logic of scientific discourse.

Keywords: Business logistics; Transposition of business logistics paradigms; Dysfunctions of the modern supply chain

Introduction

"Don't just look for differences in your approach to logistics. Instead, look for similarities, because that means you're not wrong.."

The modern global economy particularly strongly emphasizes the importance of efficient and reliable supply chains. Numerous scientific publications indicate the challenges that supply chains face, such as: risk and resilience, digitalization, Artificial Intelligence, robotics, circular economy, sustainable development, supply chain 4.0, smart logistics, data security, vulnerability, etc. However, in these considerations, the primary role and tasks of logistics itself (its inherent features) are lost and are included in the broader business area, especially sales and marketing. And yet, logistics has no influence on poor business decisions or unethical

or illegal activities of an enterprise (group of enterprises). You can also perform a logistical task perfectly, but it will support unobserved economic activity (illegal or informal). You can also fulfill the customer's order perfectly, but if he has an unfair business goal, he will not pay for such logistics services. Therefore, logistics itself, and especially its strategy, should be properly positioned "horizontally" in relation to other area strategies of each enterprise (e.g. in relation to the production, marketing or financial strategy), as well as "vertically" in relation to the general strategy of the enterprise or group of enterprises (also within the supply chain). And it should always be taken into account that the basic usefulness of logistics always comes down to creating the utility of time and space for the goods being moved, with the best possible reflection of the customer's expectations/requirements. This good always has

a specific reality of existence (it has an existential basis because it is a material substrate), and although the logistic activity itself is not objectified (in the economic trend of service theory, the view of its immaterial nature dominates), this key distinguishing feature is always essential (essentia). To sum up, the meaning of logistics always remains the same - creating specific utility (added value) for the recipient while economizing the activities undertaken for this purpose.

The sense of logistic thinking in the context of dysfunctions of modern supply chains

For business logistics itself, "servitude" towards the main economic processes supported, and especially for logistics management, which emanates from the resulting operational efficiency in the planned technical and technological sequence of necessary activities to obtain an objective financial and accounting result, becomes crucial. answer to the question: "how much does it really cost to effectively deliver one euro/dollar of net sales to the customer"? Additionally, the effectiveness of logistics, and especially logistics management, is proven by the ability to actually increase the level of customer satisfaction and, at the same time, full and reliable knowledge of the total costs of logistics activities and a proven pursuit of their thoughtful minimization. This is the business sense of logistics, which is visible, firstly, in the pursuit of creating increasingly higher utility of time and space, and secondly, in the pursuit of minimizing the total costs of logistics activity. What is required is the rationality of logistics activities, which is, after all, methodological rationality, and therefore subjective from the praxeological point of view. When considering logistics, we must never forget that the recipient, but also the final reviewer of the entire logistics activity undertaken to create the appropriate (expected/required) utility of time and place, is always the customer (external or internal). Hence, through the prism of such a lens, we should also look at the logistics system itself, which, provided it is properly configured and operated, ensures the delivery of utility value to the customer in the form of a bundle of time and space benefits for the delivered material goods. From here it is only one step to look at the configuration of modern supply chains. Unfortunately, it can be observed that in the theoretical and popular science layers, the imprecise language of scientific description is used too freely, because they point to such negative phenomena as a "jam" in the supply chain, "interruption" of the supply chain, "rupture" or "crisis" of the supply chain. However, while a "break" in functioning and a temporary "separation" can be restored to the baseline state, the specific state of functional and organizational connections of the supply chain as a result of the crisis threatens a radical reconfiguration of the structures

and organization of the supply chain. Each logistics system has its inherent properties, and above all - "homomorphicity", which means that it is a unique system (due to the uniqueness of human resources, material resources, information resources or location rent, etc.). "Equipfinality" is also important, which means that the logistics system is able to effectively perform the task assigned to it, even if the initial conditions change or other resources or technology are used.

Conclusion and Summary of the Discussion

"If you are looking for an answer to what logistics actually is, first answer the question what it is certainly not..."

It is not possible to authoritatively decide on the future principles of logistics theory, but one should always take into account its ancillary nature, described and consolidated paradigms, and the system-process approach. Nevertheless, a specific sequence of thinking about the logistics of tomorrow comes to mind, especially in the context of the clear multi-faceted nature of customer needs and their simultaneous alienation and purchasing impatience. This is accompanied by the utopia of market balance, which increases the contradiction of existing paradigms, intensifying the conflict in the "golden triangle", i.e. quality, costs and time. If this is combined with massive demand stimulation and the disappearance of the traditionally understood economization of logistics activities, the current perception of logistics and, consequently, logistics priorities for supply chains will change significantly. Both in relation to the paradigm of "effectiveness" (after all, with virtual chains it is possible to reconfigure them so quickly (impermanence) that expediency and improvisation will prevail over careful planning), as well as "efficiency" itself (after all, a large part of the resources will be available "for free", which means the disappearance of the "economization of activities" in the form in which it existed so far. Finally, the traditionally perceived "material substrate" will change (although there will always be a human and his purposeful action. There will also be logistics with the function of making this purposeful action real, both in time and place, and what we are discussing is the conceptualization of the supply chain, the achievement of.

Acknowledgement

This article is a synthetic presentation of the author's scientific perception of a scientific problem.

Conflict of Interest

There is no conflict of interest in the present research.