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DOCTORATE THESIS

**ROLE OF INTERNATIONAL LOGISTIC IN
INTENSIFICATION OF TRANSACTIONS OF ROMANIAN
COMPANIES**

SUMMARY

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INTRODUCTION

*The present doctoral thesis is the result of an intense activity of documentation and scientific research during several years on main aspects regarding **role of international logistics in intensification of the transactions of Romanian companies**. The analyze of this theme supposes, in my opinion, knowing a great number of techniques, methods, ways, regulations and commercial, international or civil usances which will allow to logistic to contribute to the intensification of international business of the companies in conditions of increased efficiency.*

*In first chapter named „**International logistics a component of commercial politics of the company**” I have decided to approach conceptual and methodological aspects regarding logistic systems of the company, making an appeal to inter and multidisciplinary approach of a complex technical - economical problem - the international logistic of the company - based on which I have realized the correspondent theoretical construction. The logistic activity of the company being a basic component of its politics, having a cardinal importance in international transactions, it being realized from a set of principles and rules applied to the borders of the country or in the interior for the coordination of the activities for the development of external business, of its customers. The realities of the world economy show us the indestructible correlation between logistic activities and global business environment of the companies. From the analyze of this correlation results the concernment of the companies to adapt to rapid changes of the environment , concerning logistic strategies, logistic planning, management of logistic problems in logistic system, performances analyze, which imposes to managers to establish where are in the present and which performances have obtained and to which they should set their minds on, in the future.*

*Under the impact of these radical changes, I was able to observe and to **analyze the main tendencies in development of the logistic systems of the companies with international activity and that is the apparition and development of logistic systems based on the net as part of the structure of the companies (Network Enabled Logistic – NEL)**. These tendencies manifested as part of logistic systems of the company allowed us to reach the conclusion that **logistic activity as part of companies with international activity** supposes a design strategy, on their side, practiced currently as part of the logistic systems, which are this way connected significantly and with positive practical consequences.*

*In the second chapter named „**Logistic activities of the companies connected to international transportation and their integration in business**” we have first presented the role of transportation services and of international expeditions in leading the product on international plan, observing the fact that transport is the key factor in world economy, as it is hard to imagine a world economic increase that creates working places and well-being, without a system o modern transportation, but also efficient to support the advantage of market globalization and of international commercial transactions. In this paper, besides wide research of the logistic of maritime, fluvial , road and rail way companies, we have analyzed also **multiple modalities transportation** which supposes in fact, a combined use of several modalities of transportation which in reality means the existence of several solutions: mixed transports on railway - road (technique of mobile queue or of rolling road); combined transportations fluvial - maritime; combined transportations road - sea (ferry-boat technique); combined transportation rail way - sea..*

*At the end of this chapter I have considered necessary to analyze the main **tendencies in merchandise transportation in European Union whose member Romania is**, presenting new initiatives of the Commission for improvement of their efficiency and permanency. As a conclusion, the common goal is promoting innovation technologies and practices in the field of infrastructure, development of transportation means, improvement of administration of merchandise transportation, stimulation of request of some chains of goods transportation, simplification of administrative procedures, as well as consolidation of quality at the level of the entire logistic chain.*

*Chapter IIIrd „**Logistic and financial techniques of the Romanian companies in international transactions**” emphasis the fact that a business success and efficient functionality of a company is realized by those managers which succeed to turn to good account, in optimum manner, the possibilities and positive effects offered by logistic, its management, being an option and strategic option of the company and in a small size for its actual and future success. In this acception, the logistic of the company implies logistic and financial techniques among most diverse ones, like: administration of materials stocks and finite goods, merchandise assembly and loading, merchandise distribution, international inventories, transportation documents, rules and encoded commercial customs on international plan, ensuring goods in international traffic, logistic financial - accountable techniques, customs logistic techniques, etc*

*In the IVth chapter named „**Informational system of logistic systems of the companies in global business environment**” we have started from the consideration that successes of the Romanian companies in their external activity can not be realized but by using a performing informational system of logistic service. Here, we have mentioned their role in taking decisions by the companies, main directions of informatization of these logistic services so that in the final to analyze the logistic informational system on fields of activity: international transport of merchandise and expeditions; supply, storage and delivery; customs integral*

informatics system and the financial - accountable one.

*We have considered usefully that doctoral thesis be concluded with a chapter of **final considerations** which emphasis a set of general conclusions to which will be added own contributions as part of the paper.*

CHAPTER I

INTERNATIONAL LOGISTIC, COMPONENT OF THE COMMERCIAL POLITICS OF THE COMPANY

In the present stage of development of new international economic activities, international logistics plays an important role in the commercial politics of the company. To emphasis this role, we have approached the problematic of logistic, elaborating the correspondent theoretic edifice, starting from *system concept* which, in my opinion supposes the research and analyses of the modality in which a system behaves. **The approach of great logistic systems** is realized based on the following principles: principle of coordination, principle of incompatibility, principle of optimization adapted to each case that will be analyzed, depending on established objective.

The logistic activity of the company is a basic component of its politics and is realized from a set of rules applied at borders of the country or in interior for coordination of the activity for development of international commercial transactions. **Logistic politics** is a complex activity connected with daily activities of the exportation and importation companies, which realizes operations of actual external commerce (transportation, customs, circulation of the information) and supposes a certain number of elections which governs this quotidian practice. As a part of the process of strategic organization, *exploitation and administration of the products of logistic system of the company*, represents a modality of action for this, which tends to be progresses and efficient, especially if Romanian companies acts in U.E. and implicitly in Unique Common Market.

Logistic system of the company, of the organization and the institution once with increase of the role of the logistic manager, is recognized by companies oriented in a strategic manner, as a key component in response given to challenges that generates turbid periods. The managers of the logistic department (system) must adopt a correct strategic approach if they want to be prepared for challenges that appeared for companies, once with integration in U.E. and effective participation at Unique Market.

The concept of business environment, generally, was rapidly replaced with global business environment, fact that justifies the contradictory evolution at the level of international relations. *The global economic environment can be considered, from a historical perspective as that stage of the process of enlargement of the dimensions of economic activities space, which has as effect maybe, in a paradoxes manner, not only markets multiplication or formation of a unique global market but the development and perfection of logistic systems of the companies. Due to these tendencies, world economy became independent, structurally speaking, integrated, so that is can be named global economy in which companies are focused on activities of international logistic which are having an increased importance.*

Passing from classical model of the logistic systems to the one of the net economy, in the context of development without precedent of the informatics technologies and telecommunications, industries which realizes their activities, more and more in conformity with a logistic of chains. *Chain organization of the economy and logistic systems of the companies is so a reality that the development of new technologies bring, designing the global company on new coordinates and offering in the same time a more and more integrated and unitary space.* Due to increased need of integration of the actions in the fields of production, storage, transportations, inventories, accountability and information, etc, appeared and is developed at the present moment in all countries and at the level of companies, the concept of **network enabled logistic** (Network Enabled Logistic -NEL), which comes to support the other new concepts from the field of external commerce. NEL represents an operational concept, based on network, on information, which allows the development of logistic activities based on effects and ensures precision and flexibility in granting logistic support. At present moment, NEL is seen as an approach that allows space to development and perfection of the adaptable logistic system and capable of response and which recognizes the operation context, coherence and

coordination. The first indicators of NEL are *speed and efficiency*, in rapport with objectives of the logistic department.

*These tendencies, manifestes as part of logistic systems of the company allowed us to reach the conclusion that **logistic activity as part of companies with international activity** supposes from their part a design strategy practiced in the present moment as part of logistic systems, which are connected in a significant manner and with practical positive consequences.*

CHAPTER II

LOGISTIC ACTIVITIES OF THE COMPANY, CONNECTED TO INTERNATIONAL TRANSPORTATION AND THEIR BUSINESS INTEGRATION

In this chapter, I have oriented myself towards those operations of logistics, like: selection of transportation and expedition modalities to companies, generally, by the Romanian ones especially, as well as tendencies in merchandise transportation from European Union and presentation of the initiatives of the Commission for improvement of durability and efficiency of this sector. **International competition and geographical expansion of markets** forced producers and exporters to focus on integrated production strategies and logistics of transportation with the purpose of reducing costs and in the same time obtained an increased standard of the service.

International transportation is tightly connected with this phenomenon that we call „globalization” and which in essence supposes international integration of merchandise and services markets, of capital markets, free access and unhindered, on commercial basis, at sources of raw material and energy, to new technologies, at results of scientific and technological research. In which concerns the transportation system in Romani, globalization raises even greater problems, if we take into account, on one side the necessity of efficient connection to the European and planetary transportation system, and on the other side, the present status that does not correspond to infrastructure of railways, decreased level of the mechanization of the loading-unloading operations, using on reduced scale the modern transportation technologies.

In the context of globalization of world economy, international transports become effectively a more important component of the strategy of unloading goods on external markets as was mentioned by a known logistics company., According to the general theory of systems, logistics treats transportations in a large and modern vision of marketing, which includes the ensemble of necessary activities for technical, commercial and juridical using of goods, from producer until final consumer.

The logistic of the company integrated in the activity of transportation, generally, in Romanian companies generally is a necessity for its introduction in the management activity, which, in my opinion means more than simple supply of transportation means with goods as the manager of the company with logistics problems must know very well which are the existing internal and external infrastructures and organized on logistic platforms that must introduce in the strategy of the company, to spare resources and dimensioning of storage surfaces.

Practice and activity of the companies showed that positioning of logistic platforms must be realized in connection points between transportation forms of great capacity and the system of overtaking goods that goes for external advantage. **The objectives of designing logistic platforms** are the optimization of transportation processes of goods and reduction of costs that resulted after these processes. *Concerning selection by the company of the modalities of transportation*, the international logistics manager must take into consideration the performance of each point of view on four variables: transit time, forecast, cost and noneconomic factors.

Logistic integrated in the activity of maritime transportation, generally, in Romania especially, is a challenge for its introduction in the strategic administration of informational luxes, of purchasing materials and exchange parts for ships, of the marketing channels to realize maritime transportation contracts with lowest costs and maximum profit. *As new challenges* for the management of the companies of maritime transportation we can mention: strategies of superior performing of the maritime transportation service, distribution and identification of serving customers, strategy of a distribution channel and its structure with all participants to it, electronically systems for taking

decisions that are necessary to logistic, information electronic exchange, hardware and software equipments.

The geographical situation of many countries in the worlds allows the use on large scale of the **fluvial transportation**, as well as of the combined one (especially railways and Maritimes). Danube played always an important role in Romanian economy, as well as in countries from Central Europe without direct exit to the sea. With the purpose of establishing some unique general conditions regarding goods transportation which makes the object of external Danube commerce, companies of fluvial navigation from Bulgaria, Hungary, Romania, former URSS and former Czechoslovakia, concluded in 1955 the Convention regarding general conditions for goods transportation on Danube, known also under the name of Bratislava Conference.

Experience showed that fluvial transportations require commercial integrated efficient services. That is why consider there should be realized efforts to join all connections in logistic chain (consigners, ship owners and any other part involved in industry of water transportation) for face the intermodal transportation, as flexible as easy to use as road transportation.

Civil international aerial transportations will be organized and developed based on some governmental international Conventions under the aegis of the Civil Aviation Organization as organism specialized ONU. The aerial transportation activity knew an important development, determined by economic increase, by Romania involvement in international goods exchange, in international tourism. In conformity with the nomenclature of the activities proposed by UE , “the sector of aerial transportations”, civil aerial traffic is grouped in 2 great subsectors: commercial and general aviation.

In the field of aerial transportation, will be applied a series of conventions, regulations and agreements, which, even if does not succeed to offer a unitary character, facilitates normal development. Organizational frame is ensured by a series of organisms and international organizations of the civil aviation (OACI, IATA). To be able to function valid and legal, an aerial company must be registered at the Registrar of Commerce and at Ministry of Finances, to have authorization of air operator, the aircrafts that he has to be registered in the Air Register. It must be in conformity with national and international regulations regarding the use of the air space. The development and expeditions of internal and international goods transportation depends on the evolution of some factors determined at world and national level, which can be classified in two great categories: **exogenous factors** (increase of the world economy, geopolitical phenomena, petroleum price, protection of the environment, contribution of new communication technologies) and **endogenous factors** (technical evolution, politics of liberalization of air transportation, agglomeration of the air space, concurrency of the other transportation modalities)

International road goods transportation *represents, undoubtedly an important segment as part of international transports of the company. This modality of terrestrial transportation ensured the movement in space of goods and products with the aid of auto vehicles and connected means.* Still. Beginning with 1 January 2007, once with official integration of Romanian in European Union it was imposed the necessity of application of UE directives in the field of road transportation for financial support of the infrastructure of the road transportation and realizing some strategic objectives on long term.

Romanian Auto Register (RAR) is the technical specialty organism designated by Ministry of Transportation, Constructions and Tourism (based on Governmental Decision no. 768/1999) as competent authority in the field of road vehicles, road safety, protection of the environment and ensuring quality.

Romanian Road Authority is the technical specialized mechanism of the Ministry of Transportation, designated to ensure, inspection and control in traffic, of the technical status of the road auto vehicles and trailers, as well as fulfilling operation conditions of road transportation and environment protection, authorization of the operators of road transportation, application of technical norms and specific regulation for road transportations.

The most important conventions and agreements of the road international transportation of goods are: Convention T.I.R., Convention regarding the contract of international transportation of goods on roads (C.M.R.), European Agreement regarding transportation of dangerous goods on road (A.D.R.), International association for transportation of perishable goods (Transfrigorute Europe), Convention on road circulation and Protocol regarding rod signaling. **Logistics** through the role that has in this sector can contribute to its development, to fulfillment of proposed objectives, reducing the negative impact in environment by improving the use of auto vehicles.

International railway transportation is settled by international Conventions which contain uniform rules that apply to railways that participate at transportation. Beside these there are multiple party conventions: *Convention regarding TIF* - COTIF, *Regulation for reciprocal use of the goods carriages in international traffic*. Becoming a member of the European Union, Romania passed to the integration of the infrastructure of Railways in European nets of railway transportation on unique market of railway transportation.

Multiple way transportation is the most used transportation modality, with tendency for increasing from year to year. *Multiple ways transportation brings advantages*, allowing exports to be situated on markets of the world, at reduced prices and so be more competitive. Multiple way transportation and movement of goods door-to-door under the responsibility of a unique transport operator, become with success the concepts of the last years, at world level. This thing, as shown by the reality is the most popular form of the system of logistic transportation in international commerce for efficient delivery door-to-door, using one document named „Multimodal Transport Document” (MTD) under responsibility regime covering all modalities of transportation from the origin place to destination place.

International expedition of goods is in tight connections with the international transportation activity. It is an activity of external commerce, situated in the service of operational development of exports and imports. International expedition proposes the space and time position of goods of external commerce with the aid of different means of transportation being a complex process, to which realization brings contribution next to the transporter also the international exporter which should not be taken for the transporter. The development of the international commerce with goods determined international shippers which attracted in there sphere of activity those services that contributed to increasing the goods value: sorting and conservation operations of goods quality, of processing and adorning, of packaging and marking, storage, clear custom.

The strategy of the expeditions companies gravitates around satisfying the requirements of the customers in the sense of arranging some transports in which rapport quality - price should be fully satisfied. The international practice proved that, in most of cases, the ones that elects the transporter, means and transportation route is the international sender, he is the one that issues documents coming to support operational all requirements received. As a conclusion, I consider that international activities of expedition for goods have an especially important role in economical development as ensures the logistic displacement of goods by realizing the connection between producer and consumer.

In which concerns tendencies in goods transportation in European Union: the new initiatives of the Commission for the improvement of the efficiency and permanency, this adopted a series of initiatives that had as objective the improvement of the efficiency and permanency of goods transportation as part of the Union.

CHAPTER III

LOGISTIC AND FINANCIAL TECHNIQUES OF THE ROMANIAN COMPANIES IN INTERNATIONAL TRANSACTIONS

In international transactions, logistic techniques are regrouped in the assembly of the operations having as purpose putting at disposition, at lowest cost, quantity of products that are necessary at the moment and place where request exists. So, logistic will be combines with marketing, through its global character as well as by connecting established terms for satisfying needs.

Stocking is a component of the logistic system as stocks ensure on one part, the continuity of the production process and on the other part the satisfaction of requirements of external customers. *The level of stocks* represents an important element in commercial logistics, which influences customer's satisfaction. The decision regarding level of stocks supposes knowing the adequate moment to launch the order, as well as the quantity that must be ordered as the level of the stock decreases, the management of the company must know at what level it is recommended to launch a new order. **Packing goods** presents a special importance in international logistics as it is crucial to

bring goods at destination mentioned, in safety and in a good and presentable condition. Often package is used as means of promoting the product on a certain market, and package for international transportation can be used as means of protection as well as means of exposure. Whatever the form of the package, **the external package must be marked**, marking being the first modality of verification realized at consignee, regarding the integration of goods, as well as means of bringing goods at address mentioned on label, when this is well realized. It will be taken into account that marking must be humidity, light and heat resistant.

Distribution is an important component of the international marketing activity, tightly connected to the other elements of the mix, which influences it. The international channel of distribution is formed from the itinerary of displacement of the goods from producer to foreign consumer and from modalities in which takes place successive transfer between participants at distribution process. These might be: channels with out interlopers, long channels, and short channels.

Correspondent inventory politics are a major problem for the international dialectician. To decide the level of inventory that must be maintained, the international manager must take into consideration three factors: time circuit of the order, level of services wanted by the customer and using inventories as a strategic instrument. **International inventories** can be used by international company as a strategic instrument in using value changes of currencies or as cover against inflation.

In which concerns the documents for international transport, the most used documents are: charter party; bill of lading; different types of chart letters; letter for air transport. Other export document which might be required include: transport licenses, *consular invoices, origin certificates, inspection certificates, deposit receipts, control statements at destination, insurance certification, export statement of the expeditor, packaging lists for export.* Documents used depend on sent goods and of destination. **Concerning Romanian companies**, necessary documents are: *external commercial invoice, transport invoice and goods insurance, document of transport and goods insurance, documents of the exportation company, license, if it is the case, origin certificate of the goods, conformity and quality certificate, warranty certificate, external contract, statement of receiving money in currency, packing list, other notices, if it is the case (certificate phyto- sanitary, sanitary - veterinary certificate, ability certificate, ect), export customers statement.*

In international commercial transactions **delivery is** an essential component of any sale. Delivery conditions are mentioned in contracting provisions which establish liabilities and responsibilities of the parts, in connection with formalities and expenses that are necessary during expedition of goods from exporter to importer, as well as risks supported during transportation.

Delivery conditions in international commerce are based on rule published, in different stages at the International Chamber of Commerce from Paris (CIC Paris), and refers to equal interpretation of the liabilities of sellers and purchasers for the development of the international sale- purchase contract, regarding: delivery of goods; repartition of expenses; risks transfer; documents formalities regarding passing of goods from seller to purchaser. The document in which are mentioned these rules is known under the name of INCOTERMS that is international commercial terms. Part of these are: EXW (Ex Works); FCA (Free Carrier), FOB (Free on Board), FAS (Free Alongside Ship); CFR (Cost and Freight), CIF (Cost Insurance and Freight), CIP (Carriage and Insurance Paid To), CPT (Carriage Paid To) ;DAF (Delivered at Frontier), DES (Delivered Ex Ship), DEQ (Delivered Ex Quay), DDP (Delivered Duty Paid), DDU (Delivered Duty Unpaid). As part of INCOTERMS will not be settled: payment conditions, property right, transportation conditions, insurance conditions, applicable right. From the analyze of the delivery and sale conditions, it results that this plays an important role as part of commercial international transactions, conditions that must be respected by partners for the good development of businesses.

Insuring goods will be realized in conformity with delivery conditions established through contract for special risks that will be mentioned in contract, in special manner, as well as for the usual ones. **Selecting a specialized operator or creation of a customs service** is supported on criteria that are conveyable to definition depending on particularity of the company and the characteristics of international operators. Selection criteria of a specialized operator or of creation of a customs service in the unit are: criteria which favours the selection of a specialized operator and criteria which incites to creation of a customs services in the company.

Import operations employ generally, liabilities regarding tax that should be paid to the customs administration. In principle, this payment will be operated mainly in cash and before taking goods that are the guarantee of the rights. In the same time, the company takes advantages of certain payment conditions or payment facilities.

Customs transit is a regime of administrative control for goods transportation between two or several countries or between two localities of the same country, meanwhile goods are transported in customs. Transit with custom regime can be: national, international and communitarian. *The main logistic instruments of the customs informational systems are:* TARIC-RO as a component of the Management System of Integrated Tariff and interface of the System of Automatic processing of the Customs Statement (CDPS/ASYCUDA++), system of automatic processing of customs information – CDPS/ASYCUDA ++, Contingencies System (TQS) is a component of the Management System of the Integrated Tariff and is interconnected with the system TQS of DGTAXUD as part of European Commission, the new System of Computerized Transit (NCTS-RO) is a component of the Informatics Integrated Customs System and is interconnected with system NCTS of DGTAXUD as part of Commission, Risk Analyze, Administration, Utilities, Selection (ARGUS), composed of three modules: Administration and Selectivity, Risk Evaluation– Rapport records, Investigator, Customs Intelligence & Risk Management having three modulus: INTELL, PCC, IIPR.

The financial accountable function of a company regroups the following fields specific to international activity: accountability of the import export operations, credit risk, exchange risk and logistic problems regarding treasury and finances. In which concerns *financial logistic of the company* we have analyzed the aspects which are analyzed under selection from the company: selection concerning credit risk, exchange risk in aspects concerning treasury and finances. We have taken into account the *risk of repartition of the business number, determinant of the credit risk, risk and characteristics of the buyer*, payment terms as well as instruments and payment techniques. The main criteria allowing the selection of the means to face credit risk are depending on market and exportation operation. These are: market characteristics and characteristics of the operation concerning the type of customer and size of order. To realize the selection of the invoicing estimate and more the advantages and inconvenient which appears, the international operator must take into account the elements, some are imposed by environment; some are internal to the enterprise. Selection criteria are: external criteria (*exchange legislation, market of changes from the country of the buyer, geographical area*) and internal criteria

CHPATER IV

INFORMATIONAL SYSTEM OF LOGISTIC SYSTEMS OF THE COMPANY IN GLOBAL ENVIRONMENT

Reality showed that the presence of the company with logistic activity in the „revolution of information” is situated in the capacity of accessing and administrating all those necessary for the activity. Information is considered „resource of resources” being inexhaustible, but having a perishable character. **The information and decisional system of the logistic services of the company** ensures collection, processing, stocking and transmittance to the users (operational personnel and of decision) of the information that are necessary for the fundamention and adoption of contracting decisions and development of some logistic services connected to transportation, supply, labeling, marking, storage, expedition, financial - accountability s.a., of some data and programs resources, users and informational circuits (fluxes). **The main directions of information of the logistic services of the company** are partial systems and integrated systems of leading international logistic services of goods. In the present we are talking more and more about integrated informatics system which is the actual tendency regarding information process. **For the good functioning of the companies performing sending services and goods international transportation** it is necessary the realization and functioning of an informational system that will be grouped on the following categories: commercial information, scientific information, technical, technological, information on regulations in force, information regarding own activity.

As follows I will present some software integrated systems that are necessary for the substantiation of the decision of the companies performing expedition services and international transport of goods: *WIND TRANSPORTS CONTA, WIND TRANSPORTS, WIND DISPATCH, WIND MULTIMODAL, WIND EQUIPMENTS, WIND SERVICE, WIND COMMISSIONS.*

As a conclusion I can appreciate that informational and decisional system of goods expeditions and international transport of goods, ensures gathering, processing, stocking and transmission to users (operational and decisional personnel) of the information that are necessary for substantiation and adopting decisions of contracting and development of some transportation contract, of some marketing decisions being realized of: sources of data and programs bank, users and informational circuits (fluxes).

Role of informational system as part of the supply - delivery chain registers an ascendant evolution, as a result of increasing the role of information in management of products flux and relations with partner companies, to satisfy their needs and expectations. The logistic informational system is a part of the informational system of the company that, in return, as part of the supply - delivery chain, is correlated with specific systems of the partner companies. Depending on aimed *types of logistic activities*, the major components of the logistic informational system of a company are the following: management system of commands, management system of storage, management system of transportation.

Creating an informatics integrated system as part of Romanian customs system is the result of the integration process of Romania in European Union, of improvement of business environment through fluidity of the customs clearance process, of increasing the role of information in efficient management of goods and persons fluxes that pass through customs. **Components of the Integrated Informatics System** (SIVECO) application implemented by the National Agency of Customs (ANV) are the following: TARIC-EU, TARIC-RO, Contingences System (TQS), Analyze of Management Risk, Utilities, Selectivity (ARGUS).

Informational financial - accountable system is a component of the economic informational system and contains the ensemble of interdependent elements oriented towards knowledge, processing, stocking and analyze and transmission of information regarding status and movement of the patrimony. Oriented towards intelligent exploitation of new technologies of stocking and processing information will be imposed on three main directions: „*Data warehouse*” – centralization technology, consolidation, reorganization and stocking in deposits approached multidimensional; „*Data Mining*” – technology of exploitation of information stored in deposits, in the attempt to discover new aspects of the realized activity. A *special „product*” connected to artificial intelligence which processes knowledge in a complex manner of the expert system.

In conditions of global business environment company's implements modern informatics systems, financial - accountable which are instruments if analyze and decision. Between these I would like to present briefly only a few that seemed more interesting: *Microsoft Dynamics NAV ACCOUNTABILITY, CROS – Financial - Accountability*

CHAPTER V

FINAL CONSIDERATIONS

Briefly, the general conclusions are:

✓ *logistics became for more and more companies, a field of excellence and a real source of competitive advantage*; world competitive companies consider that offers to users in time, at venue and in shape in advantageous financial conditions for consumer/user represents the best card for drawing customers an maintaining their loyalty, a differentiation element in comparison to the competitors;

✓ *logistics is a company scope that contributes to meeting the marketing and management objectives*; the logistic system exceeds the aria of the physical distribution in order to include the procurement and the support of the transportation and expedition operations, stocking-storage, delivery, customs, financial-accounting operations, etc,

✓ *more and more managers become aware of the logistics importance fro the success of company's strategies*. Logistics efficiency allowed them to transform an activity traditionally considered a „job task ” in a strategic resource with an important contribution for the market share and the company's profitability;

✓ *logistics will have a significant strategic role in obtaining the competitive advantage by the companies in the competitive conditions of the word market*. In order to answer to these challenges,

the logistic managers will have to develop new customs, to convince their superior of the importance of logistics and to ensure a level of services that can be appreciated by the company's customers.

In brief the analytic conclusions are:

- ✓ the company's logistic system as a big system perceiving it in my conception as a dynamic, complex, system with a determined structure and pre-established objectives made up from many interconnected subsystems;

- ✓ the technology based on automation and information represents the essential factors of the modernization of the logistic systems of the companies in the new global business environment;

- ✓ the logistic activity of the sea navigation company points out the fact that logistics is an important factor in sea transportation and the main principles of logistics, the global organization of the activities, the total involvement of the human resources, the strategic alliance, obtaining the financial performances, establishing the optimal level sea transport services, optimizing the volume of transported merchandises, take place accordingly and in direct connection to what is going on at logistic management of the modern sea companies;

- ✓ aerial transport companies in order to be able to offer quality services resorted to international cooperation with other companies which allows the company to ensure prompt and safe services;

- ✓ regarding the *logistics processes from the international road transport* one can notice the preoccupation for modernizing the car fleet, the national roads and the quality of the services provided to the external customers and environment protection;

- ✓ preoccupation of the Romanian companies to apply the E.U. regulations regarding the modernization of the international rail way transports: the creation of new rail ways, modern wagons and other infrastructure elements such as the stimulation of the restructuring process of the companies;

- ✓ *logistic techniques used by companies in general, especially the Romanian companies in the international transactions* contribute decisively to efficient carry out of the international transactions, and the use of these logistic techniques constitute a support for all who have the responsibility of managing these activities pointing out the permanent correlation that is being established between them and the success of the companies with external trade activities;

Briefly our own contributions are reflected this way:

- ✓ we have analyzed international logistics as component of the trade policy of eth company pointing out a series of practical and conceptual aspects, both at company level and international level.

- ✓ also we have pointed out the need to manage logistic activities in an external, dynamic business environment, compulsory adapted to the fast changes of the environment that concerns the logistics strategies.

- ✓ We have pointed out a series of changes in the global business environment and we showed the multitude of consequences on the logistic services of the company and on their management

- ✓ by research realized I have contributed at emphasizing the impact of the external business environment on logistic activities and still I have drawn attention to the participants in internal and international commerce that not knowing and neglecting changes and evolutions in this environment for the company or organization might have as consequences only increased costs, but also problems of uncompetitiveness that might lead, in my opinion, to a reduced market quota, more expensive suppliers or smaller incomes;

- ✓ I have made a presentation and an analyze in an exhaustive modality of logistic activities of the company, in connection with international transportation and their integration in business;

- ✓ I have presented and analyzed main logistic and financial techniques used by Romanian companies in development of international transactions combining in a fair manner analyze with synthesis.

- ✓ I have realized analyze of the informational system of logistic services of the company in the global business environment emphasizing the indestructible connection between the Informational System (SI) and logistics of all elements of the logistic system.

- ✓ I have issued a series of theoretic and practical conclusions of great importance for the logistic system of the companies with international activity

- research realized during master's degree was concretized in elaboration of three specialty books and publishing several articles in specialty revues, participation with papers at symposiums, national and international conferences and scientific debated in that field.

Bibliography of the thesis is based on a wide range of books and revues from the country and abroad, as well as a series of directives and regulations of European Commission.