

Towards filling the phenomenon and the term “political logistics” with the theoretical and empirical content

The article is dedicated to analyzing the logistical nature of political and politico-administrative process. The researcher argued that politics and political system are capable to be subjected to the logistics analysis and can be a logistics chain, demonstrated that political logistics can be explained as the part of logistics in general and can be outlined not only to theoretical and methodological content, but also can be implemented in practice. The author also proved that political logistics promotes the expansion of information policy areas and the establishment of such phenomena as e-democracy, e-election, e-civil society and others. The study shows that political logistics is inevitable in a progress of modern democracy and is optimum and efficient for every democratic regime in the future, thereby causing the implementation of the new concept of democracy.

Keywords: logistics, political logistics, political panlogistics, politics, Estonia, e-democracy.

ДО НАПОВНЕННЯ ТЕОРЕТИЧНИМ ТА ЕМПІРИЧНИМ ЗМІСТОМ ФЕНОМЕНУ І ПОНЯТТЯ «ПОЛІТИЧНА ЛОГІСТИКА»

В статті проаналізовано логістичну природу політичного і політико-управлінського процесу. Аргументовано, що політика і політична система здатні піддаватись логістичному аналізу й можуть становити логістичний ланцюжок. Продемонстровано, що політична логістика може бути пояснена як складова логістики в цілому й може бути окреслена не тільки теоретико-методологічно, однак й імплементована на практиці. Доведено, що політична логістика сприяє розширенню інформаційної сфери політики, а також становленню таких явищ, як електронна демократія, електронні вибори та електронне громадянське суспільство тощо. Підсумовано, що політична логістика є неминучою в умовах сучасного поступу демократії та є оптимальною і ефективною для кожного демократичного режиму у майбутньому, зумовляючи тим самим імплементацию нової концепції демократії.

Ключові слова: логістика, політична логістика, політична панлогістика, політика, електронна демократія.

Recently, the tendency concerning application of logistics principles not only to the military and economic spheres, but also to politics (political logistics), pedagogy (pedagogical/educational logistics), psychology (psychological logistics), medicine (medical logistics) and demography (demographical logistics) etc. has been outlined both in practice and in theory. Consequently, individual aspects of each of them require interpretation, depending on the subject of the scientific research and empirical solution. However, in any case every logistical operation is a reflection of a generic term and essence of logistics as the science of optimal control over material, informational and financial flows within the adaptive systems with synergic ties or as the business branch or function in a corporation, whose task is to ensure transportation and storage of goods and raw materials to provide manufacturing and trading.

Even if it is referred to the political logistics, it entails a set of logistic systems, operations and chains, as well as their synergic relations and functions, including the fact that one tries to define logistically the essence of the political process, political system and political or managerial decisions. From this perspective, the term "political logistics" (or "political and managerial" or "administrative logistics") is usually interpreted as the strategy and tactics of establishing and functioning of stable and effective political systems and subsystems and implemented decisions, which connect political actors, political system and civil society, as well as business and power, applying ideas and principles of division of labor, partnership and cooperation in the form of agreements, contracts, general plans, supported at the local, regional, national and international levels.

But the questions like what political logistics at the practical and empirical level means, what political logistics implementation presupposes and how political logistics assembles with such phenomena as civil society, authority, democracy and etc. are still unclear and undetermined. These issues are quite new and, therefore, have been described in a few scientific studies. Nevertheless they are represented in research, carried out by M. Bauding¹, V. Scherbakov², D. Bowersox and D. Closs³, A. Brykin and V. Shymaiev⁴, V. Livshic⁵, V. Kovalkov⁶, J. Shrejder⁷, E. Karpov and A. Fridland⁸, I. Ejzman⁹, E. Toffler¹⁰, V. Lutceva¹¹, V. Gnedovskij¹²,

¹ M. Bauding, *Lean Logistics: The Nuts And Bolts Of Delivering Materials And Goods*, Wyd. CRC Press 2005.

² V. Scherbakov, *Commercial and Political Regulation of Logistics*, „Mediterranean Journal of Social Sciences“ 2015, vol 6, nr. 5, s. 555–569.

³ D. Bowersox, D. Closs, *Logistics: Integrated supply chain*, Wyd. Olimp-Business 2001.

⁴ A. Brykin, V. Shymaiev, *Formation of an industrial policy based on logistics*, Wyd. MosgorTsNITI 2007.

⁵ V. Livshic, *Principi dzhbit-nadezhnosti*, „Pribory i sistemy upravlenija“ 1991, vol 1, s. 31–32; V. Livshic, *Logistika i vlast'*, Wyd. proza.ru 2007; V. Livshic, *Tendencii razvitiija jelektromnoj demokratii*, Wyd. proza.ru 2009.

⁶ V. Kovalkov, *The system of measuring the level of logistics services*, „Logistics and Supply Chain Management“ 2009, vol 6, s. 3–39.

⁷ J. Shrejder, *Nadezhnost strukturmaja*, Wyd. JeST, vol 2.

⁸ E. Karpov, A. Fridland, *Informacionnoe obshhestvo: tehnologicheskij process ili social'nyj progress?*, Wyd. Informacionnoe obshhestvo i obshhestva znaniij 2008, źródło: <http://www.ifap.ru/pr/2008/081020a.htm>

⁹ I. Ejzman, *Proryv v budushhee. Sociologija Interenet-revoljucii*, Wyd. OGI 2007.

¹⁰ E. Toffler, *Metamorfozy vlasti: Znanie, bogatstvo i sila na poroge XXI veka*, Wyd. OOO Izd. AST 2002.

¹¹ V. Lutceva, *Obzor: primenenie principov bezrezhlivogo proizvodstva v gosudarstvennyh uchrezhdenijah*, „Metody menedzhmenta kachestva“ 2006, źródło: <http://www.ria-stk.ru/mmqa/detail.php?ID=7596>

¹² V. Gnedovskij, *Sovremennye problemy razvitiija postindustrial'nogo obshhestva v gorodah SSbA i Evropy*, „Russkij arhipelag“⁴, źródło: <http://www.archipelag.ru/geoeconomics/postindustrializm/version/contemporary-problem/>

M. Castells¹³, J.-P. Baquias¹⁴, N. Novickij¹⁵, V. Nikolajchuk¹⁶, A. Nosov¹⁷, A. Bereza¹⁸, V. Dorosh¹⁹, N. Chala²⁰, R. Larina²¹, M. Christopher and H. Peck²² and others.

In some studies, the researchers argued that a separate component of political logistics is political panlogistics – a body of knowledge about strategic and complex government of a society and state in the context of globalization of material and information flows. It is aimed at surviving of political system/state in undefined metastable surroundings. Political panlogistics strives for minimization of system losses or provision of the highest possible profit and the maximum level of political stability. Therefore, the main method of achieving the goals in political panlogistics is a search for an acceptable political compromise. Being unstructured, political panlogistics is determined by logistics processes of informational, military, political and managerial, administrative and anti-crisis nature. Its key method, and at the same time instrument for ensuring stability of logistics chains functioning is the so-called principle of “JIT-reliability” – a way to increase reliability of the system functioning by means of information reservation²³. Theoreticians and practitioners of political panlogistics (and the term panlogistics itself was introduced in political science in 2006 by V. Livshic) state that various crisis situations are suppressed or solved by means of mobile, managerial and operational structures, which function under “just in time” principle. It means that informational/energetic, but not structural excessiveness is introduced into a political system (system in general). Thus, “just in time” principle is believed to be crucial in political logistics and in particular in the system of deterrence and counterbalance, management of political decision-making and so on. In general, the principle of “JIT-reliability” is based on the ability of the system to self-organization. It can get particular significance while creating nanotechnology systems “man-machine” and global systems. Knowledge and their production can be referred to “JIT-reliability”.

Therefore, it is quite obvious, that “just in time” approach is a policy, which requires delivery of goods and products just when they are needed for production or process. “Just in time” approach is a concept of management (in particular a political one), which strives for improvement of the system of decision-making due to reduction of down time, carrying costs, services etc during the production flow. To achieve the goals, the processes are considered as those, which belong to

¹³ M. Castells, *La société en réseaux*, Wyd. Fayard 2001.

¹⁴ J.-P. Baquias, *Les administrations et les quatoroutes de l'information vers la cyberadministration: stratégies et pratiques*, Paris 1996, s. 111–117.

¹⁵ N. Novickij, *Udar po bjurokratii: kak povysit' jeffektivnost' ofisnoj dejatel'nosti*, Wyd. press-release 2008, źródło: <http://www.press-release.ru/branches/consalt/48f5b50d2c088/>

¹⁶ V. Nikolajchuk, V. Kuznecov, *Teorija i praktyka upravlenija material'nymi potokami (logisticheskaja koncepcija): monografija*, Wyd. KITIS 1999.

¹⁷ A. Nosov, *Regional'naja logistika*, Wyd. Alfa-Press 2007.

¹⁸ A. Bereza, *Paradoks poserednika u zaprovodzhennoi elektronnoi demokracji*, „Derzhava ta pravo: zb. nauk. pr.“, „Ser: Juridichni i politichni nauki“ 2011, vol 52, s. 669–673.

¹⁹ V. Dorosh, *Ju Logistichni sistemi nadannija municipal'nih poslug*, „Ekonomichni nauki“, Serija „Ekonomika ta menezhment“ 2010, vol 7, nr. 26, ch 4.

²⁰ N. Chala, *Logistichni rishennja jak instrument pidvisshennja efektywnosti dijal'nosti miscevih organiv vladi*, „Teorija ta praktyka derzhavnogo upravlinnja“ 2008, vol 1, nr. 20, s. 171–178.

²¹ R. Larina, *Teoretiko-metodologichni osnovi formuvannja regional'nih logistichnih sistem.: avto-ref. dis. ... dok. e. nauk*, Donec'k 2005.

²² M. Christopher, H. Peck, *Marketing Logistics*, Wyd. Publishing house 2005.

²³ V. Livshic, *Princip dzbit-nadezhnosti*, „Pribory i sistemy upravlenija“ 1991, vol 1, s. 31.; J. Shrejder, *Nadezhnost' struktural'naja*, Wyd. JeST, vol 2.

the visual signals or kanbans (distributives systems of economic and "just in time" production), which at different points of the process inform about the applied volumes of goods and services. Thus, it is obvious that in accordance with "JIT-reliability" principle any stock is viewed as growing expenditures or losses, but not as assets. It does not mean that "just in time" principle ignores the fact that withdrawal of stocks leads to the increase in production losses. On the contrary, "just in time" principle calls the system to do away with the stocks, which do not compensate production losses and to improve processes, using less volumes of stocks. Besides, the existence of free (lack of necessities) resources accustoms the management, in particular political one, to its saving or accumulation²⁴. And this means, that "just in time" principle is one of the principles of saving policy, as well as a political and managerial process. In political process it can reveal itself in the fact, that e-versions of various subsystems of political systems, in particular e-elections, e-public opinion, e-democracy, e-management, e-consulting etc have been formed.

From the perspective of political panlogistics it is necessary to mention that application of "JIT-reliability" principle by elites and political systems ensures the integrity of logistic chains, since the political and managerial processes in this case cover not only the sphere of political process, but also state managerial subsystems, in particular industrial, production, marketing, financial, medical, pedagogical, social etc²⁵. In this context we appeal to several famous quotations: "The Era of creative capitalism is approaching" (B. Gates, World Economic Forum "Davos – 2008"), "Intellectual society is a society of right mind, where all resources are aimed at person's development" (E. Karpov, A. Fridland²⁶), "In most countries government institutions fall behind commercial organizations as to the instruments of the electronic epoch" (B. Gates), "President-general Eisenhower was an expert in logistics. The network of roads built by him changed the face of America" (P. Khlebnikov), "Refusal of "manual management" of the country is a formula for its modernization" (Institute of modern development), "Network self-organization can propel a society to the new level of rationality and effectiveness, help to overcome global economic crisis" (I. Ejdman "Breakthrough to the future. Sociology of internet-revolution"²⁷), "Power is a subject's ability to ensure dependence of the object according to their intentions" (V. Ledjaev, "Power: Conceptual Analysis"²⁸), "Logistics is a professional miser, who just about the one in the whole logistic chain speculates of how to save, not to earn", "Logistics is an art of triumphing under the conditions of the competitive market", "Now on the basis of culture one can create the so-called metatechnologies, i.e. technologies of managing the development process". Metatechnologies conduct revolutions not by a nuclear explosion, not by historical

²⁴ „*Tochno vremnja*“ *dlja rabochih*, Wyd. IKSI 2007.; B. Anikin, *Logistika: Uchebnik*, Wyd. INFA-M 2005.

²⁵ E. Mate, D. Tiks'e, *Logistika*, Wyd. Izd. Dom „Neva“ 2005.; V. Popov, *Invarianty nelinejnogo mira*, Wyd. Tehnologicheskij universitet 2005.

²⁶ E. Karpov, A. Fridland, *Informacionnoe obshhestvo: tehnologicheskij process ili social'nyj progress?*, Wyd. Informacionnoe obshhestvo i obshhestva znaniy 2008, źródło: <http://www.ifap.ru/pr/2008/081020a.htm>

²⁷ I. Ejdman, *Proryv v budushhee. Sociologija Internet-revolucii*, Wyd. OGI 2007.

²⁸ V. Ledjaev, *Vlast': konceptual'nyj analiz*, Moskva 2001.

Hiroshima, but by controllable reactions” (S. Pereslegin “Theory of Catastrophes”²⁹), “Everything not only moves but changes” (Plato) etc.

All these quotations have been gathered by an outstanding Estonian researcher V. Livshic³⁰, who argues that nowadays logistics is not only a sphere of knowledge how to supply an army under the condition of a military campaign (i.e. in non-standard conditions), but also a mechanism of civil and economic ties optimization. It is preconditioned by the fact that modern logistics applies such principles as: right product, right quality, right quantity, right time, right place, right customer, and right cost. It is rather acute in the context of information technology and internet development, which these days are with all strength used to achieve various goals, not only for global management of humanity and political processes. As a result of this, such main product of supersymbolic economy³¹ as knowledge is not applied. Thus, the economy still requires diversified, artistic and highly-qualified employee, who can personally create additional value, due to their usage of intelligence, as well as emotions, feelings and imagination. Another peculiarity of modern epoch is the necessity of personally-oriented economy. The point is that the epoch of public management due to its division into the groups on the basis of different characteristics (national, professional, age etc.) has ended, and the hierarchy principle has been receding into the past. They gave place to the concept of situational management: depending on every peculiar case, one should take decisions, taking into account every person’s conditions. Therefore, many theoreticians suppose that in fact no one, except logistics specialists of a new generation, can even apply for the readiness to such personally-oriented method of decision taking by means of network logistics, which is based on the principles of “lean thinking”.

Lean thinking is sometimes referred to as “lean manufacturing”. This philosophy appeared in Japan in the 50s of the 20th century and perfectly works under the unstable conditions. It requires the society’s culture, based on respect towards personality, team work, intensive and open exchange of information, effective resource management and exclusion of losses, as well as ongoing improvement. Quite similar to lean thinking is the “theory of system’s constraints”, embodied in E. Goldratt’s book “The Goal: A Process of Ongoing Improvement”. In the book, the author proposed an algorithm of improvement of organization’s work by means of ongoing improvement, which consists of five steps: 1) Identify the constraint (bottleneck); 2) Decide how to exploit the bottlenecks; 3) Subordinate everything else to the above decision; 4) Elevate the system’s bottlenecks; 5) If, in a previous step, a bottleneck has been broken go back to step 1.

From the context of logistics perspective one should emphasize the fact that under the condition of the already formed system of knowledge and in “acute” hierarchical management system, the creative potential of humanity is quite limited. New information can be generated by a small group of the chosen ones: prophets, geniuses and talented people. Trying to support

²⁹ S. Pereslegin, *Teorija katastrof*, Wyd. rulibs.com, źródło: http://rulibs.com/ru_zar/sci_politics/kalashnikov/7/j331.html

³⁰ V. Livshic, *Logistika i vlast'*, Wyd. proza.ru 2007.; V. Livshic, *Tendencii razvitiia jelektronnoj demokracji*, Wyd. proza.ru 2009.

³¹ E. Toffler, *Metamorfozy vlasti: Znanie, bogatstvo i sila na poroge XXI veka*, Wyd. OOO Izd. AST 2002.

such position, B. Baranov in due time, argued that in the course of the mankind's history there were about 50 prophets, no more than 1000 genius per one epoch, and among 6 billion people (in 2010) no more than 100 000 were talented ones³². The rest played the role of knowledge consumers. The situation is complemented by the fact that speed of self-education is rather small. Thus, V. Livshic³³ states that function of any organization improvement can be relied on a narrow circle of professionals. They are not able to cover all problems of every organization and a workplace. Consequently, the hierarchical paradigm of management leads to a great loss of creative potential. Amid the global crisis and increase of uncertainty within the outer surroundings, only a united team, which has a right for an ongoing improvement, is a single survival mechanism of any organization. Therefore, appeared the notion/concept of group, corporate intelligence, a level of how freely the information is spread within the society and how successfully the employees can use each other's ideas. It leads to the point, that logistics concept of a flat, non-hierarchical management presupposes much greater level of specialization and control, availability of all-round specialists and unconnected information systems, exclusion of formality and decentralization of already taken decisions.

Extrapolating the above described theoretical and methodological peculiarities to the political system, in particular to the sphere of taking political and managerial decisions, we should realize that people in political and state managerial organizations must have a definite set of qualities: broad-based knowledge and readiness to take risks, concentration on long-term goals and precise understanding of strategies, ability to work on the basis of local peculiarities and find strong points in obvious drawbacks, readiness to listen and study. Such human's and politicians' qualities can be elaborated under the conditions of creative surroundings in organizations and at the local level. It is quite necessary to understand that in the context of political and managerial process, the excess specialization is the main threat for organizations. On the contrary, it is more useful to create cross-disciplinary teams. In accordance with this principle one should change the elements of the political system and other social systems integrated in it, first of all educational and scientific³⁴. For instance, the USA refuses from the niche specialization while preparing specialists in universities, and proceeds to preparation of wide-specialized staff. This logic most accurately can be constructed on the basis of synthesis of such ideas as the system of ongoing improvement of organization by means of introducing small changes (what allows managing the flows of values, as to increase profit constantly), and the theory of lean manufacturing, which is based on the fundamental principle of nature, i.e. the least "energy dispersion" within open systems. However, implementation of systematic changes can differ. Thus, the Japanese firstly change psychology of workers in different spheres, and then wait for changes in production. The Americans, on the contrary, point out the ways of problem solving and only then start training personnel to accept changes. The Japanese method works efficiently, but quite slowly. The Americans get the results much quicker, though sometimes they some failures can happen.

³² V. Baranov, *Globalizacija: predely rosta*, „Lebed“ 13 avgusta 2000 g., nr. 182, źródło; <http://lebed.com/2000/art2243.htm>

³³ V. Livshic, *Logistika i vlast'*, Wyd. proza.ru 2007.; V. Livshic, *Tendencii razvitiija jelektronnoj demokratii*, Wyd. proza.ru 2009.

³⁴ V. Gnedovskij, *Sovremennye problemy razvitiija postindustrialnogo obshchestva v gorodah SShA i Evropy*, „Russkij arhipelag“, źródło; <http://www.archipelag.ru/geoeconomics/postindustrializm/version/contemporary-problem/>

Extrapolating the achieved results to the processes of political management, it is quite obvious that application of the idea of lean manufacturing in government institutions gives a possibility to construct their activity more effectively, lessen losses, increase quality of services, rendered to the society and interest of state officials in their job, as well as to manage with budget constraints. It is proved by experience of foreign countries and let S. Kret formulate first six steps towards “lean state” and “lean management”. They are addressed to the civil servants who are stated by such attributes and requirements as: 1) to determine vision treatment, i.e. to imagine how a government institution should look like to make its employees get job satisfaction, and its activity be effective and consumer oriented; 2) all employees of a government institution from its management to junior staff should show the idea of adherence to the process. Moreover, it must not be just a simple admiration for the popular methods, but for government institution’s management readiness to allocate material and labor resources for the development of the very process; 3) to estimate both values and losses, and as a result to establish standards and monitor results; 4) to determine the stages to achieve desired results, to describe current and future state of their achievement; 5) to promote changes as in terms of an organization, and a separate personality; 6) to encourage changes in every department, unit and workplace (namely lack of mutual effort is an obstacle for introducing principles of lean production in the government institutions, what is predetermined, as a rule, by the fact that top management holds position for short terms)³⁵.

Besides, as N. Novickij states³⁶, it is possible to improve work of a government institution considerably, if 5 simple rules of “lean production” are applied: 1) to establish and maintain order at a working place and in a government institution in general; 2) to describe all office procedures and standardize them; 3) to learn processes, firstly the most important ones (or the most problematic ones), identify losses and eliminate them; 4) to measure effectiveness of departments’ and employees’ activity; 5) to make management flexible and establish relations in teams.

A key place in logistics of political and managerial processes belongs, as has been demonstrated globally, and as it was stated above, to information technologies, incorporated in the e-versions of various political subsystems, in particular such as e-elections, e-public opinion, e-government, e-consulting etc., which are generally consolidated in a phenomenon of e-democracy. In this regard, we appeal to the idea, expressed in due time by L. Balcerowicz, according to which “success of any reform depends on a political system: the more or less democracy is, the less or the more government’s interference is. It must contain more democracy, and less governmental pressure. All losses and failures (including those, which caused the world crisis) under real capitalism are connected with different extra-economic factors. And in post-socialistic countries these problems are even more “vivid”. D. Paramonov’s position, according to which “our life, despite all progressive inventions and discoveries remains the object for manipulation and we, having all our democratic rights,

³⁵ V. Lutceva, *Obzor: primenienie principov berezblivogo proizvodstva v gosudarstvennyh uchrezhdenijah*, „Metody menedzhmenta kachestva“ 2006, źródło: <http://www.ria-stk.ru/mmq/adetail.php?ID=7596>

³⁶ N. Novickij, *Udar po byurokratii: kak povysit’ jeffektivnost’ ofisnoj dejatel’nosti*, Wyd. press-release 2008, źródło: <http://www.press-release.ru/branches/consalt/48f5b50d2c088/>

still are hostages of current power elites", is worth mentioning. However, D. Gusev, O. Matvejchev, R. Hazeev and S. Chernakov comment that "freedom consists not in the freedom of choice of various channels and publications, but in possibility to program these channels and publications"³⁷.

This makes S. Clift argue that in modern interpretation "e-democracy" and "e-government" are absolutely different notions. If the latter means to raise operational efficiency and convenience of access to the state's services from any place and at any time, then the former refers to the usage of information technologies to broaden capabilities of every citizen. In other words, internet-democracy is a way to put a question of democracy once again, to outline crucial problems of democratic regime, to become aware of the threats, prepared by mass digitalization of communication facilities and to understand prospects of current democratization of mass politics. It is known, that at first democracy meant people's management for people. The same was during the French Revolution. Now the situation has changed, as democracy means establishing balance within society. It has widened its influence on social and economic relations, i.e. relations between people as the greatest value of democracy. All in all, we realize that electronic democracy (e-democracy) is a form of direct democracy, which is characterized by the usage of information and communication technologies as the main means of collective intelligence and administrative processes (informing, decision taking, controlling over execution of decisions etc.). At the same time, it should be done at all levels, starting with local self-administration and ending up with the international level.

It may be illustrated by the example of Estonia, which is the EU member, where information technologies are widely used for social management of the state subsystems (e-government, e-elections, e-school, e-health and so on), though they are not fully integrated by political logistics into a single entity. In this country internet is used by more than 70% of population, a great part of tax statements are filled in online, the system of e-banking is quite actively used etc. Electronic infrastructure (or logistics) in Estonia is being formed rather rapidly and is becoming the same reality as transport logistics. To secure it, even the cyber protection center was created in Tallinn, which now spreads its functions over the EU.

Efficiency of the Estonian variant of e-logistics can be displayed by the example of May 3, 2008, when in Estonia for the first time since the USSR collapse took place the republican volunteer clean-up "Let's Do It! 2008" (Teeme "Ara 2008"), which united about 50 000 people, i.e. every 27th citizen of the country. It was initiated by the entrepreneur and information analyst R. Nylvak, and software of the projected was developed by the "Skype" main architect A. Heinla. The project included 12 spheres: software, registration, finances, environment, cartography, mass media, IT, logistics, youth, enterprises, district coordinators. In the course of the project realization mapping of illegal waste deposits was carried out. Special teams recorded and registered these places by means of special GPS and then mapped them out. On the site of the republican clean-up, volunteers registered themselves and left their e-mails. Via these e-mails they were informed about the time and place of meeting for

³⁷ D. Gusev, O. Matvejchev, R. Hazeev, S. Chernakov, *Ushi mashut oslom. Sovremennoe social'noe programirovanie*, Wyd. royallib.com, źródło: http://royallib.com/book/gusev_d/ushi_mashut_oslom_sovremennoe_sorsialnoe_programirovanie.html

participation in the clean-up. Bodies of local authorities funded the project and coordinated the process at the local level, and 40 companies involved into cleaning, provided transport means and trash containers for free. In May 2009, the second stage of the project took place: 11 000 people discussed urgent issues and the participants themselves decided whether to pass them to the “Bank of Ideas” or not. It is an analogue to the “Banks of Time”, which became widely spread in the 80s of the 20th century in the US and Britain. Being an element in the system of flexible working hours such banks appeared in Estonia in 1978. It goes without saying, that received experience became the foundation for the subsequent work, concerning creation of an “open society”. 11 000 participants of the “brainstorming session” is quite a good number, which corresponds to the famous rule of the “open society” (the rule of “1% of creative people”).

It is very important to note, that the peculiarity of the projects, realized in Estonia was not criticism of authority, but on the contrary, search for problems’ solutions by the participants themselves. To a great extent it was supported by logistics and administrative measures, namely usage of the internet, mobile connection, participation of hundreds of discussion organizers, logistics specialists, sociologists and other specialists. As a result of this in Estonia appeared the e-network of civil society, were created centers for social logistics, dealing with significant flows of information and consulting. It was realized, that along with the project of electronic management, initialized by the government, implementation of R. Nylvak’s projects became the cornerstone for establishing of the e-society, especially its dimensions as electronic democracy, network democracy. It had quite interesting and unexpected results: abrupt lowering of social distance between people, gradual restoration of early destroyed social ties, as many people are willing to spend their time on free help for others. Another Estonian example is the usage of network technologies in course of elections to the national parliament – the Riigikogu. Supplementary example of logistics outside Estonia is the usage of e-money instead on traditional banknotes. In Finland, for instance, e-money composes 2/3 of capital turnover.

The examples of Estonia and Finland show that using information technologies and “lean management” help logistics operations gradually and smoothly form the notion of modern democracy. As in some countries the system of e-voting has been approbated, there is a possibility of permanent e-voting. It means, that relatively soon there will be a chance to introduce changes in the deputy corps not only within a given period (for instance every four years), but in case of necessity. Such interactive system of permanent elections will rapidly strengthen deputies’ responsibility to voters and lessen the pressure of political technologies on them. However, it requires much time to implement the system of “lean democracy”. Besides, it is important to note that network logistics can be created only with the help of a reliable security system to avoid information leakages and protect from unauthorized destruction (for instance from hacker attacks). Another drawback is the absence of qualified information technologies and very expensive technical means of protection, what can hinder transition to “network management”. Nevertheless, it is of less significance, because it is decidable in time perspective. On the contrary, the most considerable fact is comprehension of the very prospects of e-democracy as the way of using electronic technological facilities, such as Internet, to

improve quality of democratic processes in the context of direct or representative democracy. It, as I. Ejdman supposes, is a direct antipode of a current type of manipulation democracy, which in a non-violent way induces people to actions, which in reality contradict their rational.

Thus, we can draw a conclusion, that these days in Estonia takes place practical implementation of the unique Japanese variant of e-democracy, i.e. transition from the absolutely representative democracy to a direct (people's) one. The world economic crisis, the reasons of which lie in an archaic and manipulative management of the society, constantly requires it to overcome movement towards the direct network democracy. Therefore, successful accomplishment of "brainstorming" is a unique experiment throughout Europe. And it lets us suppose that if e-political/administrative logistics is quite effective for small countries, then it is even more efficient for big countries, especially if they have vast territories and suffer from a lack of transport infrastructure. As well it can greatly cease the unbridled growth in consumption of energy resources while transporting goods and population.

Another conclusion is comprehension of the main tendencies in e-democracy development around the world, which are logistically reduced to the facts, that under modern conditions: mutual cooperation and mutual application of common information is being enhanced; use of e-mail is constantly growing, despite the point that government bodies' online-sites are still evading from their mass use; the number of web portals in comparison with web-sites is constantly growing. Internet communities are created; information and cyber services are what people really need; a number of innovations and possibilities to react to the users' needs are constantly growing; in future government institutions will make more use of integrated services; take place an accelerated development of a civil market of ideas, and Internet will in fact become a "civil market", where citizens will be able to apply success and learn from own mistakes to improve democracy (online debates, protests, manifests, voting, petitions); due to transparency the pace of democracy will grow; investments in e-government will increase rapidly (investments in this sphere must lead to great cost cutting); the amount of e-leaders spring up considerably.

Taking all the aforesaid into consideration, we become aware of the fact that in the 21st century political network logistics will expand to a great extent over government institutions. E-logistics will contribute to the level of authority and business transparency, without which struggle against corruption will remain a simple wish. At the same time it is clear, that authority cannot effectively lead people and business, who are already equipped with information technologies and transport logistics. The fact that the IQ level of population for the last 50 years has increased in 12 points (the so-called Flynn effect) should be taken into account. Consequently, it is quite obvious that each subsequent generation will become more intelligent and smarter than the previous one. Therefore, the authority has only one way out to keep up with the control subject: to master and introduce into its structures the technology of network logistics.

But to do this, one needs a certain national project and state support, incorporated at least into one corresponding ministry. However, even despite the fact that using logistics the authority

mechanisms will work smoothly and consistently, even within the most dangerous contexts of government. Though, another point is of great importance, i.e. the position under which the expansion of logistics over power structures is a natural process of expanding new knowledge from one sphere to another. Thus, in the business sphere, the field of logistics is absolutely elaborated, whereas the same field in politics and authority is “undeveloped”. To implement political and administrative logistics in managerial processes, it is necessary to spend great effort and expenses concerning the following: realization of an expensive analysis of logistics spread over the country, elaboration of logistics curricula for leading professions (politicians, lawyers, teachers, doctors and so on) and their integration into schools’ curricula, training of skilled tutors, teaching of principles of logistics for officials at the national and regional levels to increase their professionalism and competence, establishing a network of regional logistics center (including cities’), attraction of investment into development of new logistics approaches and creation of research centers. Comprehension of political and administrative logistics will be quite corresponding and seen as synthesis of power and business. However, such efforts can have clear advantages, in particular, if political marketing is rise in “profitability” of political processes and politics, due to differentiation, then political logistics is promotion of “profitability” of political processes and politics, due to optimization, i.e. minimization of political cycles and time.

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