

T. Kurant
Postgraduate Student,
Department of International Management and Marketing,
Ternopil National Economic University

DETECTION OF INFORMATION GAP IN RELATIONS BETWEEN CONSUMERS AND PRODUCERS IN THE LOGISTICS NETWORKS

The existence of wide range of economic literature on consumer – producer relationships specificity shows that this problem is of great concern among numerous scholars. However, not much of them pay a lot of attention on features of relationship in global logistics networks.

The main idea of the article is the proposition to formulate and test a hypothesis about existence of the information gap in the consumer – producer relationships in global logistics networks, and on this basis to develop the model of identification of those gaps at all intermediate stages of logistical and information flows.

Today we can speak about total informatization and virtualization of society, including logistics area. This became possible through the mass accessibility of new information and computer technologies. However, despite such a seemingly perfect informatization, the process of information transferring is not devoid of asymmetry and uncertainty with subsequent formation of new gaps.

In the article, asymmetric information is defined as a situation in which one party during the transaction has a greater amount of information than the other party.

Today it is important to pay attention to the fact that modern consumer, having a powerful array of information than ever before, can to some extent control the logistics flow. When such happens, the producer or provider of logistics services only has to accept those conditions set by consumer. However, the weak point of such situation is possibility of sudden appearance of such informational gaps as: consumer expectation – management perception gap, management perception – service standard gap, service standard – delivered service gap, delivered service – received service gap, actual service – expected service gap.

In order to avoid such gaps in relationships between consumer and producer or provider of logistics, each of them has to know at what stages such gaps can appear.