

# Transaction costs in the interaction of logistics and marketing in the procurement

Nechaeva P., Natalia V., Sadriev D.

*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

---

## Abstract

The individual solutions in the field of logistics and marketing may not be the same, and even confront each other to some extent that should be considered during the coordination enterprise marketing and logistics services. Supply is one of company main activities in any industry, so the provision of an efficient interaction between logistics and marketing services in the procurement is of particular importance. Taking into account the current development of logistics and marketing within the cross-functional interaction improvement it should be noted that the transaction costs make an integral part of this interaction in procurement activities. Having analyzed the types of procurement activities and having distinguished the responsibilities of logistics and marketing, the article specifies the types of transaction costs arising during the operation of these services and which are responsible for their size. On the basis of logistics and marketing service influence differentiation, the ways of transaction cost optimization are developed, which may lead to the decrease of an enterprise overall logistic costs: 1. The reduction of information search transaction costs through the use of an e-procurement system. 2. The reduction of transaction and coordination costs, registration and paper document drawing up costs through the introduction of electronic documents, which will facilitate the coordination according to conflict parameters, will allow eliminating the repetition of the same operations. 3. The reduction of transaction costs at electronic procurements. The conclusion of contracts with suppliers for a long time, the provision of supplier guarantees to a company will allow to reduce this type of costs. The transaction costs study at the enterprises revealed that the efficiency of supply activity improvement will contribute to the process of these costs management at the separation of logistic and marketing service functions. The ways of transaction costs optimization are developed, taking into account the relationship of marketing and logistics in the following aspects: 1. Marketing tracks and defines the appeared demand and logistics provides the physical promotion of demanded supply commodities; 2. Marketing poses the problem of the system approach to the organization of product distribution, and logistics studies the methods of technical and technological integration of all product distribution participants.

---

## Keywords

Logistics, Marketing, Optimization of Transaction Costs, Transaction Costs