

# EVALUATION OF LITHUANIA AND ESTONIA TRANSPORT MANAGEMENT SPECIALISTS COMPETITIVENESS POSSIBILITY

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## Abstract

Global economical, social and cultural processes raise new challenges for management of human resources. That's way business needs is not a formal teaching, not diplomats, degrees, names, but effective education, which may secure full-rate competitiveness in modern economy's days. Competitive ability of the companies is close bound with company's management's activity's effectiveness, to have new opinions of management. If transport companies really want to form competitive companies personal, their must consequently apply all opportunities to change managers' managements' attitudes. Nowadays the main attention must be concentrate on the qualitative personal preparation, because for developing economical market nowadays it is necessary new specialists, who could to understand free-market working, to understood theory of modern economy and practice of business, also be able to communicate and collaborate with inward and other countries partners. Reaching this purpose, high schools must appreciate market's demands and regularize them with studies programs'. In other way graduates of transport management will have big problems with lack of practice and personal skills, which prevent guarantee equal conditions of employ, comparing with specialists which have experience. Evaluating possibilities transport management specialists' competitive ability it is necessary to research demands of transport market and to compare if transport management graduates equally understand situation in transport sectors as it is in reality. In this case it is important to research what are competitive abilities of transport management specialists in transport sector after graduating. Recently, very important are ability to adjust to changeable demands of market and, how transport management specialists cant apply theoretical skills in real practical work. This article shows that, there are some differences between situation in Lithuania and in Estonia transport management students' preparation, but herewith the students' opinions about their preparation are quite the same, and they agree that it is necessary to educate competitive ability. So in this article was researched evaluation of Lithuania and Estonia transport management specialists competitive ability possibility.

## Introduction

For developing market economy nowadays it is necessary new specialists, which could understand free-market work, theory of modern economy and practice of business, also be able to communicate and cooperate with inward and the other countries partners. It is necessary to develop ability of employ and enterprise not only for thereto, that graduate could find a job, but also to keep and change it, reacting to growing work mobility in EU labour market. So, employers of Europe, biggest international companies are asking universities to educate characteristics of students' caliber, which are more important than professional skills. Also it mustn't be forgotten, that companies competitive ability is close concerned to company management activity's efficiency, paying attention to new viewpoint of management. Therefore on purpose really to form competitive companies, it is necessary to use successive all opportunities for changing managers attitude to management. As soon as possible and clearly our, directors of transport companies, will understood, that the main goal of increasing company competitive ability is not only their own, but all personal.

Everybody understands that education and training process is really difficult and has relations with various problems and challenges. Understanding that people must learn not only in the one's early days but all the life becomes more actually. It is normal situation that

rising technologies require new knowledge and skills from workers. Situation changes really quickly and knowledge which were acquired in the past become scarce. Some authors are saying that new 21st century is century of knowledge and person who is able use knowledge is more acceptable. This task is very important for the transport activities because recognition of situation, technology and possibilities made correct decision in the wanton situation is very important.

For several years together made research in Lithuania showed, that the biggest problem of transport management graduates – lack of practice and personal skills, which prevent guarantee equal conditions of employ, comparing with specialists which have experience. The research made in 2007 y., showed, that similar situation is in Estonia.

### **Capability of management specialist's in knowledge society**

Global economical, social and cultural processes raise new challenges for management of human resources. For revelation of manager's competence very important are not only knowledge' and experience, but also personal characteristics. Personal competence – combination of assessment of oneself and personal skills (in the mood to work, motivation, trying to each perfection at work and after work), which don't determine level of knowledge, but employee personal skills (individual skills, character and ect.). Therefore success of professional career depends on, how graduate can evaluate situation in concrete company and how he can to accept optimal manager solutions independently. Unfortunately, education process, particularly preparing specialist for work in company, is mean oriented to this. Undoubtedly, preparing of specialist's which can accept right transport manager solution in practical situation, unavoidable must found general object, which learning is based on particular definition and knowledge's classification systems.

### **Lithuania and Estonia students' viewpoint to transport management specialists' preparation**

A research in Lithuania and Estonia showed, that the biggest part of respondents are missing practice skills, because process of studies is oriented on theoretical knowledge's convey. Therefore, respondents say, that in practice work they are missing these things:

- Work competence (25,58 % Lithuanian and 28,95 % Estonian);
- Practical activity (76,74 % Lithuanians and 44,74 % Estonians);
- Communicative' abilities (6,98 % Lithuanians and 26,32 % Estonians);
- General university education (4,65 % Lithuanians and 26,32 % Estonians).

That's way, respondents' names what disciplines there are lacked (see Table1):

**Table 1: Disciplines, which are missed by students**

<b>Disciplines</b>	<b>Lithuania</b>	<b>Estonia</b>
Negotiations' practice	69,77 %	42,11 %
Business ethics	23,26 %	42,11 %
Speaking practice	16,28 %	28,95 %
Behavior manners	9,30 %	5,26 %
Other	4,65 %	2,63 %

As a research showed, that most of respondents are lack of negotiations' practice. Also respondents have mentioned which of ability they are missing too (see Table 2):

**Table 2: Abilities, which are missed by students**

<b>Disciplines</b>	<b>Lithuania</b>	<b>Estonia</b>
Psychology's	18,60%	34,21%
Self-dependent working skills	39,53%	21,05%
Critical and analytical thinking	37,21%	31,58%
Time planning	16,28%	21,05%
Foreign language	30,23%	23,68%
Information technologies and computer literacy	6,98%	7,89%
Team work	9,30%	34,21%

Also respondents were assessed criterions of specialists' preparations, from which they have mentioned: professional skills, work with computer and foreign language. Little important criterions for Lithuanian respondents are: driving licence, academic degree and speciality or specialization. For Estonian respondents – all points (professionals' skills; features of character; work with computer; work experience; foreign languages skills; academic degree; finished university; speciality or specialization, driver license) are necessary.

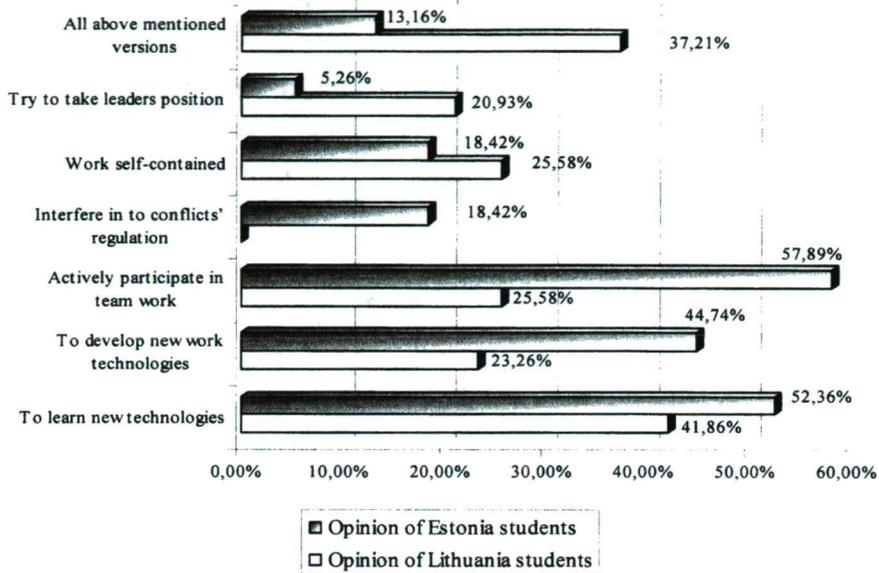
However, what it is important for students during their studies that they were prepared as a good transport management specialists. According to the results we can see, that for students of bought countries very important are: presentment of teaching materials, clearness of teaching, teacher's help. And totally unimportant – teachers appearance and sensibility for students problems'. That lets to allege, that students would like to get knowledge, which are actual for latter-day, and aren't old theory from books.

Also it is important and manager's social competence, i.e. his efficiency of social treatment, possibility to adapt changing environment and enact decision. That's way, respondents mentioned lacks' which are the main problems of transport management specialists' in business:

- Inability to find, analyze and solve arising problems (67,44 % Lithuanians and 60,53 %Estonians);
- Inability to plan activity (44,19 % Lithuanians and 42,11 % Estonians);
- Poor recognition of company practical activity (30,23 % Lithuanians and 26,32 % Estonians);
- Unformed some peculiarities (11,63 % Lithuanians and 10,53 % Estonians);
- Insufficient foreign languages skills (18,60 % Lithuanians and 52,63 % Estonians);
- Disability to work with computer (16,28 % Lithuanians and 18,42 % Estonians);
- Lack of theoretical skills' (9,30 % Lithuanians and 28,95 % Estonians).

During research were shown, that the main lack for Estonian students is ineptitude of international language, especially Russian. That's way students were afraid, that after graduating they will have problems to find job in transport or logistics companies because the biggest success of this sector depends on Russia. But as research showed, that transport management students successfully are working not only in transport companies (Lithuanian students 34,88 %, Estonian students –60,52 %), but and in others fields (Lithuanian students 18,60 %, Estonian students – 28,95 %). Also must be assessed, that scarce integration business and education sectors make companies to search ways, for preparing specialists by themselves. Therefore, in respondents' opinion, modern employees in time of competitive market should (see Figure 1)

**Figure 1: Lithuanian and Estonian students' opinions, what kind of characteristics must have employee in the times of competitive market**



So, we can make a conclusion that economist's and manager's professional qualification, ability to communicate and manage people, motivates them and etc. Characteristics determine separate companies' enterprise, competitiveness, success, also, indirectly all country economical indicators, image in other world countries, society welfare. Therefore business needs not a formal teaching, not diplomats, degrees, names, but effective education, which may secure full-rate competitiveness in modern economy's days. By the time of research, respondents mentioned criteria's, which influent on young people competitiveness in labour market. Placing criteria's by priorities, Lithuanian and Estonian students' opinions coincided:

- 1.Experience;
- 2.Qualification;
- 3.Age.

Also, if employee wants to stay in competitive work market, he has to characterize some personal qualities. Placing criterions by priorities, Lithuanian and Estonian students opinions disagree in these:

- Lithuanian respondent's opinion:
  1. Reaching overcome for new challenges';
  2. Devotion;
  3. Ambitiousness;
  4. Motivation.
- Estonian respondent's opinion:
  1. Motivation;
  2. Ambitiousness;
  3. Devotion;
  4. Reaching overcome for new challenges'.

Nowadays, competitive market days transport management specialists competences, should satisfy these criterions (see Table 3). On purpose, employee successfully works in company is not enough only his attempts. Employer also should invest into workers. Therefore, respondents mentioned workers potential develop using ways in order of priorities (see Table 4).

**Table 3: Criterions of transport management specialists' competences**

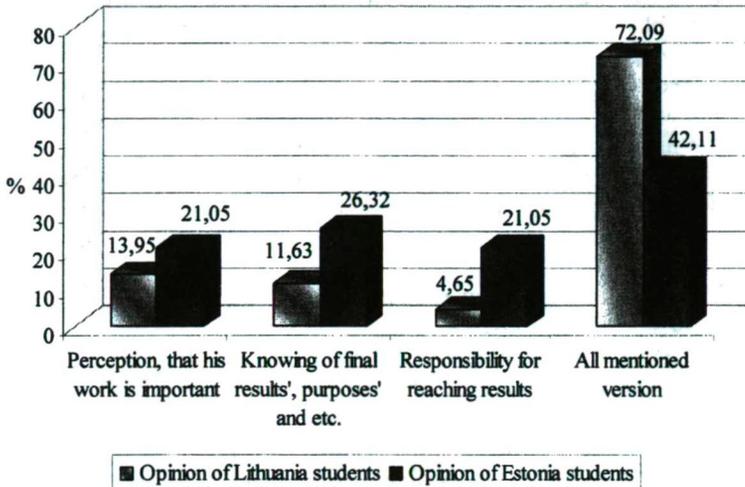
	Not important		Important		Very important	
	LT	EST	LT	EST	LT	EST
Communication in mother-tongue	4,65%	2,63%	30,23%	28,95%	58,14%	47,37%
Communication in foreign language	18,60%	5,26%	46,51%	23,68%	18,60%	52,63%
Mathematical literacy and basic science's technologies' knowledge's	23,26%	10,53%	41,86%	52,63%	13,95%	18,42%
Digital competence	16,28%	15,79%	44,19%	44,74%	25,58%	21,05%
Skills of learning	23,26%	0%	44,19%	23,68%	9,30%	57,89%
Interpersonal, cultural and civil competences	18,60%	10,53%	39,53%	47,35%	30,23%	23,68%
Enterprise	46,51%	5,26%	32,56%	60,53%	6,98%	13,16%
Cultural self-expression	4,65%	31,58%	30,23%	34,21%	58,14%	13,16%

**Table 4: Employer's ways of investment in labouring potential developing**

Lithuanian respondent's opinion	Estonian respondent's opinion
1. System of payment for work;	1. Professional employees training, learning;
2. Professional employees training, learning;	2. Evaluation of activity;
3. Adaptation;	3. Professional orientation;
4. Professional orientation;	4. Adaptation;
5. Evaluation of activity;	5. Promotion;
6. Promotion.	6. System of payment for work.

As research showed, Lithuanian and Estonian respondents, opinion about working potential develop using ways disagreed. Consequently, mentioned criterions disagreed too (see Figure 2.).

**Figure 2: Lithuanian and Estonian respondent's opinion about what motivate employees the most**



So, if we want that transport management specialist's competitiveness was secured, it must be:

- Students training negotiation skills;
- Closer study and business connection;
- Better attention for quality of works presentation;
- Provided more practical knowledge's, i.e. give more attention for practice in some companies;
- Improving career foreign language knowledge;
- Investing into trainings, IT;
- Ensure companies and universities collaboration, preparing specialists needed for companies;
- Ensure conditions for individual work, while team work may be used as practicing method;
- Enough knowledge's and understanding about market's economy and management;
- Promotion for achieved results;
- Transport management specialist must try to be competitive.

If we want to ensure competitiveness, we must to develop transport management specialists competitiveness education strategy. Respondents told, that this can be done by following:

- Collaborating with companies;
- Better practical training;
- Present gained results economical benefit. Relate task with results, thus ensuring motivation;
- Improving transport management specialists exclusiveness' from other professions;
- Various trainings, participation in exhibitions, seminars and etc.;
- Give more attention for foreign languages teaching, business ethics, forming of communicational skill, introducing new technologies;
- Organized various meetings, general events with transport sector workers.

## Conclusions:

1. Both Lithuanian and Estonian students, as lacks, which create most troubles in business mentioned: disability to find, analyze and solve arising problems and inability to plan work. On top of all that, Estonian students mentioned insufficient foreign languages knowing.
2. Business needs is not a formal teaching, not diplomats, degrees, names, but effective education, which may secure full-rate competitiveness in modern economy's days.
3. Employer also should invest into workers future. It can be done by: system of payment for work; professional employees training, learning; adaptation; professional orientation; evaluation of activity; promotion.

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