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IDENTIFICATION OF DANGEROUS FACTORS IN THE DEVELOPMENT AND FUNCTIONING OF ENTERPRISES IN THE TRANSPORT AND LOGISTICS INDUSTRY

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It is difficult to overestimate the importance of the issue of identifying dangerous factors in the development and functioning of enterprises in the transport and logistics industry. Providers of such services are required to identify quickly and act in response with confidence and efficiency. Otherwise, a number of business entities in the industry may cease their activities in the foreseeable future.

The analysis of the current legal framework and the number of scientific works [1, 2, 3] indicates the absence of systematic approaches to identifying problems and assessing risks in transport and logistics activities, which may correspond to modern trends in the transformation and development of the industry.

Among the main factors that can cause financial losses are the following:

- lack of coordination and communication between the elements of logistics business processes and business entities;
- lack of direct understanding of the correlation of price for the implementation of management decisions on the operation of supply chains, to their economic efficiency;
- lack of understanding by the executives regarding the correspondence of expenses on arranging an internal control system for the management of supply chains, to their economic efficiency;
- problems of information support for forwarding activity;
- lack of a systematic approach to identifying and assessing risks in transport and logistics activities;
- organizational and legal complexity of determining the centers of responsibility while performing multimodal transportation.

It should be also mentioned such factor as the global digitalization of transport and logistics processes.

Despite the global expansion of information technology in all areas of modern business, not everyone realizes the essence of digitalization processes and is ready to implement them. Thus, when identifying negative factors of influence on the functioning of enterprises in the transport and logistics industry, it is necessary to determine to what extent the management personnel of such enterprises pays attention to the exploring the digital maturity and certain problems of digitalization, first of all taking into account the organizational and managerial characteristics of the industry.

The digitalization level of domestic enterprises in transport and logistics sphere is still lagging behind the international level. First of all, economic background can be distinguished in this regard: most of business entities do not recognize the need to implement and use most information and technological solutions and products, and they are not ready to invest money in them. Also, some barriers are created by imperfection of standards and norms that emerge from the coherent implementation of software products of different manufacturers.

One of the main problems arising from the digitalization of processes in supply chains is the new requirements for information security, namely cybersecurity in the transport and logistics business.

Logistic operators and other business entities in the transport and logistics industry do not apply the latest digital technologies in some cases, they often prefer more outdated software which has been used for a long time, but has already been studied and justified by time. Such software usually has a low level of information security. In the event of a cyber attack, not only loss of information is possible, but also direct interference into transport and logistics processes. An example is an electronic navigation software for maritime traffic that processes on-board information, tracks routes, cargo data and other issues.

A separate factor determining the risk of financial losses is the spread of the coronavirus, which has negatively affected both global and domestic logistics.

The global pandemic has caused significant changes in the volume of cargo flows associated with changes in supply and demand, and also a drop in production volumes and provision of services in general.

A number of problems should be highlighted at this point, such as: the closure of borders or the difficulty to cross the border, the massive closure or decrease in production volumes of enterprises, which in turn causes the closure of objects of local transport and logistics infrastructure, a decrease in total supply and demand, and general uncertainty. Also, what is especially important in the implementation of multimodal transportation, that the border crossing rules are not only different for different countries, but also constantly change depending on the epidemiological situation.

Thus, the study of current practice shows that the modern conditions for the functioning of the transport and logistics industry are constantly evolving and changing. Analysis of the legal and regulatory framework and theoretical sources allows us to assert the absence of a systematic approach to identifying problem issues and assessing risks in transport and logistics activities.

Therefore, the primary task for all business participants is to build a system for identifying and assessing factors that could cause significant financial losses or even business cessation, and to develop effective management strategic decisions in response.

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