

## The Role of Digital Platforms in Increasing the Level of Transport Logistics Services

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### Abstract:

This article discusses the role of digital platforms in improving the level of transport logistics services, the set and features of the provision of services, the use of technologies and tools.

**Keywords:** Digital platforms, transport and logistics services, metropolis, digital transformation, block chain, robotics, visual modeling.

### Introduction

The digital transformation of the transport and logistics sector is one of the elements of their formation of the digital economy. Modern advances in science and technology are designed to solve various problems facing the new economy, which is reflected in the global spread of digital technologies. The process of introducing digital technologies into the activities of transport organizations will not only increase their competitiveness, but also lead to the digitization of the entire country's economy. The field of transport and logistics is interconnected with various sectors of the economy, and by providing high-quality logistics services, the entire economic system of the country will be able to function effectively. In the conditions of the formation of the digital economy, the effect of the digital transformation of the transport and logistics sector not only ensures the improvement of the internal processes of logistics organizations, but also serves as an integral direction of the development of individual regions and the country as a whole.

### Material and Methods

The active growth of the field of transport and logistics services is the result of the influence of market and technological factors associated with the widespread introduction of digital technologies. One of the factors of ensuring the competitiveness of organizations in the conditions of the formation of a digital economy is the implementation of the concept of digital transformation in order to accelerate the activities of the transport and logistics sector by increasing the efficiency of purchasing material resources and finished products and logistics. Features of the digital transformation of the transport and logistics sector Market factors affecting the process of digital transformation of the transport and logistics sector are the increase in the number of consumers of these services, the growth of the Internet trade market, as well as within the framework of some countries and their associations includes political and economic initiatives. According to experts, the world's population will reach 9 billion people by 2050, which requires not only the expansion of the area with a developed transport network, but also the increase of the capacity of logistics organizations to deliver large volumes of goods. In addition, it is estimated that 2/3 of the world's population lives in megacities, and in densely populated cities there is a problem of ensuring the security of providing transport and logistics services. The growth of the Internet trade market is also a challenge for the transport and logistics sector, which is due to the characteristics of the digital transformation of the transport and logistics sector, the management of the economy and the national economy, as well as the appearance of qualitatively new requirements for the terms of cooperation between customers. The V2V segment also needs modern digital logistics solutions, because the formation of the digital economy is associated with complex changes in all sectors,

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which is also reflected in the introduction of digital technologies at the stage of transportation of material resources and finished products. The political decisions of some countries and unions have a significant impact on the transport and logistics sector, as uniform requirements for the provision of logistics services are being formed to harmonize trade policies within associations such as NAFTA, EU, ASEAN, etc. In addition, today, more and more attention is paid to environmental issues related to cargo transportation, which is being addressed both at the national level and through the development of global standards. The impact of technological factors is an important aspect of the digital transformation of the transport and logistics sector: digital technologies such as the Internet of Things, blockchain, robotics, drones, etc. are becoming more and more widespread.

## Results

He was able to contribute to the development of enterprise logistics in the analysis of the transport logistics services market. He is engaged in international cargo transportation and transport expedition in road transport under the program "Engineering-communication, modernization of road transport infrastructure and development of transport logistics in 2015-2019". Today, it is considered one of the largest companies in this field of cargo transportation.

In this company, more than 100 Euro-5, Euro-6 motor vehicles contribute to the economy and social life of our Republic with their highest competence in international and domestic cargo transportation. Today, the company has branches and more than 24 employees and logistic managers work in them.

Depending on the type of vehicle (tent, refrigerator, etc.), it includes finding the cargo, sending it to the loading point, and creating an accurate and smooth route map for the drivers.

**Table 1.** The volume of vehicles and cargo transportation of the enterprise in 2015-2021

	2015 year	2016 year	2017 year	2018 year	2019 year	2020 year	2021 year
Vehicles added to the company during the year	40	55	74	86	98	110	122
Increase in the volume of transported cargo (in percentages)	60%	70%	80%	90%	75%	87%	86%

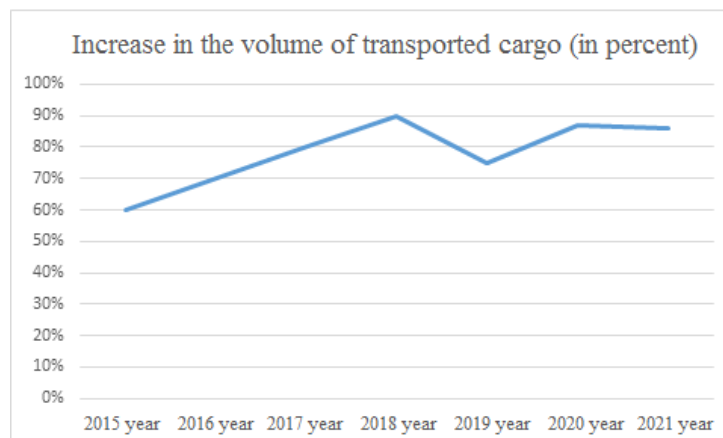


Figure 1. Analysis of the increase in the volume of transported cargo (in percentages) over the years

This table shows the change in the volume of international and domestic cargo transportation by the enterprise from 2015 to the end of 2021. The height of the diagram in 2018 shows that the volume of cargo has increased due to the interest of foreign (investment) importers and exporters in the enterprise this year.

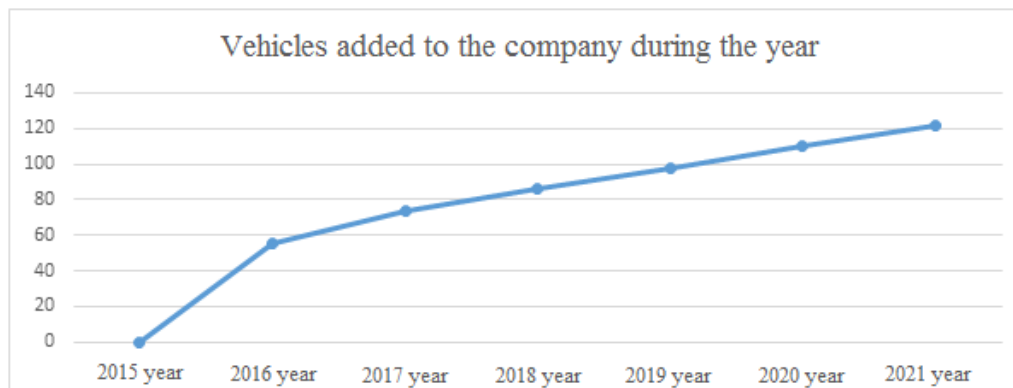


Figure 2. Analysis of changes in vehicles added to the company during the year

The activity of the transport and logistics services market in 2019-2021 was significantly different from previous years. In the conditions of economic and political crises, logistics has become a factor that has an economic impact on the work of companies. In some sectors, the decrease in demand for international logistics services reached 40-50% in peak periods (building materials, metallurgy). But there are industries with 20-30% growth (water, beverages). In addition, the reduction of some sectors in 2021 does not mean that this direction has become hopeless for the logistics provider as a whole.

**Discussion.** The article analyzes the factors that help to accelerate the digital transformation of the transport and logistics sector, considers the process of forming digital platforms in the transport sector based on various principles of unification of suppliers of transport and logistics services, as well as improving the activities of transport and logistics organizations based on the introduction of elements of the digital economy. directions are offered.

## Conclusion

Technologically, industrial digital platforms are information systems for collecting, exchanging and managing data in a structured form, as well as for calling business functions with the information systems of platform participants connected to it through technological interfaces. Each type of platform plays a role in the digital economy. Thus, instrumental platforms reduce the cost of developing software hardware solutions, and infrastructure and application digital platforms reduce the cost of each additional access, copy and distribution unit of information, goods or services.

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