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PROSPECTS AND SOLUTIONS FOR THE DEVELOPMENT OF LOGISTICS AND MARKETING SECTORS IN UZBEKISTAN

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Abstract

A relatively new industry, Third Generation Logistics (3PL) has grown rapidly with the advent of the global market and the Internet, especially e-commerce. Global competition is forcing companies to become more efficient in delivering products and services to customers. In order to improve the quality of the delivery service, companies have outsourced logistics services, including packaging, storage (stock management) and shipment of goods to customers. In addition, communication plays an important role in integrating activities across the entire logistics value chain. A framework based on a literature review and case studies is proposed to help companies develop e-logistics systems to increase their competitiveness.

Keywords: logistics, marketing, comparative analysis of marketing and logistics, transit, marketing and logistics management.

O'ZBEKISTONDA LOGISTIKA VA MARKETING SEKTORLARINI RIVOJLANISH ISTIQBOLLARI VA YECHIMLARI

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Annotatsiya

Nisbatan yangi sanoat, uchinchi avlod logistikasi (3PL)¹ global bozor va Internet, hususan, elektron tijorat paydo bo'lganidan beri tez o'sdi. Global raqobatbardoshlik mijozlarga mahsulot va xizmatlarni yetkazib berish samaradorligini oshirish uchun kompaniyalarga ko'proq bosim o'tkazadi. Yetkazib berish xizmati sifatini oshirish maqsadida kompaniyalar logistika xizmatlarini, jumladan qadoqlash, saqlash (inventarizatsiyani boshqarish) va haridorlarga tovarlarni jo'natish bo'yicha autsorsing xizmatidan foydalandilar. Bundan tashqari aloqa logistika qiymat zanjiri bo'ylab faoliyatni birlashtirishda muhim rol o'ynaydi. Kompaniyalarga raqobatbardoshligini oshirish uchun elektron logistika tizimlarini ishlab chiqishda yordam berish uchun adabiyot so'rovi va amaliy tadqiqotlar asosidagi asos taklif etiladi.

Kalit so'zlar: logistika, marketing, marketing va logistikaning qiyosiy tahlili, transit, marketing va logistika boshqaruvi.

¹ Uchinchi avlod logistikasi (Third Party Logistics) - logistika xizmatlarini yoki bir qator xizmatlarni taqdim etish, yetkazib berish va manzilni saqlashdan buyurtmalarni boshqarish va tovarlar harakatini kuzatishgacha bo'lgan sikni mujassamlaydi.

ПЕРСПЕКТИВЫ И РЕШЕНИЯ ДЛЯ РАЗВИТИЯ СФЕР ЛОГИСТИКИ И МАРКЕТИНГА В УЗБЕКИСТАНЕ

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Аннотация

Относительно новая отрасль, логистика третьего поколения (3PL), быстро росла с появлением глобального рынка и интернета, особенно электронной коммерции. Глобальная конкуренция заставляет компании повышать эффективность предоставления продуктов и услуг клиентам. С целью повышения качества службы доставки компании использовали аутсорсинг логистических услуг, включая упаковку, хранение (управление запасами) и отгрузку товаров клиентам. Кроме того, коммуникация играет важную роль в интеграции деятельности по всей цепочке создания стоимости логистики. Предлагается структура, основанная на обзоре литературы и тематических исследованиях, чтобы помочь компаниям разработать системы электронной логистики для повышения своей конкурентоспособности.

Ключевые слова: логистика, маркетинг, сравнительный анализ маркетинга и логистики, транзит, управление маркетингом и логистикой.

Introduction

The development of each industry is directly related to the development of the service industry. Be it industry, agriculture, or any other sector, the service sector is the driving force that binds all other sectors together, as the product produced in each sector is delivered to the consumer through the service sector. In this context, it can be said that the transport sector connects the industry and the service sector and acts as a bridge for all sectors.

Modern conditions for the existence and development of any economy demand the urgency of focusing on additional management tools that provide a competitive advantage for organizations. This is necessary, because the basis of any economy is production, for its development and support it is necessary to use modern, sufficiently effective parameters of flow process management. One of the most advanced scientific and practical directions in this field is logistics and marketing.

The nature and content of these service activities can be regulated by previously established economic relations, which are able to lose their chaotic orientation and in which the consumer plays an important role. If the conditions of the market development are understood objectively, in its formation, the consumer determines the parameters of the requirements for the product, its technical and economic characteristics, the required quantity, the delivery period (primarily for various types of equipment), the market is created by the product creates the necessary conditions for the possibility of distribution among producers. In addition, in the era of globalization, the competition for consumer loyalty is increasing.

Literature review

In her research, **V.Yarashova** highlighted the dynamics of changes in the field of transport. In addition, he pointed out that the role of geopolitical location is important and that it has a significant impact on the export-import index. Furthermore, he extensively covered the schemes that allow access to international transport corridors.[3]

In his article, **K.Dadabayev** extensively analyzed the development of logistics services, which are considered an important element of the globalization of the economy and

international relations. The author mainly considers the essence of logistics service, its structural elements, he touched on the main indicators of quality from the point of view of the consumer. The author revealed the tasks, features and quality indicators of the logistics service. Due to the existing natural and climatic conditions in Uzbekistan, it has been shown that there are great opportunities for further development and expansion of logistics services provided in the agro-industrial complex.[4]

In his scientific article, **Sh.Lutfullaev** specifically focused on the rapid development of transport logistics in today's service market. The author noted that the transportation and storage industry in Uzbekistan has prospects for development, and the transport networks are expanding every year with the efforts of the government. In addition, he emphasized that air, railway and road transport are considered as the three main branches of the transport system in the country and the lifeblood of the economy. This article examines the directions of using modern transport logistics in the country and their prospects.[6]

In his research, **P.Madhani** highlighted that providing high-level customer service largely depends on achieving effective coordination and integration between individual departments of the organization. The researcher has long emphasized the importance of customer service in satisfying consumer needs and the interface between logistics and marketing is important for customer service. In order to reach this level, he stressed the importance of correctly assessing the complex and difficult decision-making in the service sector, especially in situations involving logistics and marketing functions that would otherwise create negative situations.[8]

The contribution of this article is a better understanding between marketing and logistics, that is, improving business processes. In his article, **J.Lynch** provided a number of insights that have implications for international food companies, practitioners, and academics. In addition, customer-oriented ideas that provide greater understanding and understanding of marketing decisions and logistics problems for the company, decisions and projects that do not match the production capacity of factories are discussed.[9]

Research methodology

The study examines the "interface" and "literature review" activities between logistics and marketing decisions and their impact on logistics and supply chains. For this purpose, the responsibilities of each function and the potential of each functional role within the company were conducted as the results of the preliminary study. This was important because marketing and logistics can have different responsibilities in different companies.

Discussion

A business model in transport is one of the ways to successfully implement the organization's strategic goals. The introduction of innovative technologies and the development of electronic commerce based on the Internet global network create new opportunities for business. This leads to the search for new approaches to the formation of business models that ensure the company's market position and competitiveness. Logistics and transport companies play an important role in the economy, because the speed, price and quality of the circulation of goods depend on their consumer demand and, ultimately, on the financial results of the manufacturing company (for example, transport and logistics costs can be from 30 to 30 rubles) from % to 70% of the product price (depending on the industry). In the face of digital competition, the strategic advantages of logistics megasystems are provided by well-thought-out business models focused on change management and integration of physical and digital components of logistics activities. In this regard, the task of adapting the business models of logistics and transport companies to

dynamically changing market conditions and the new opportunities of the digital economy and the technological structure of Industry 4.0 is gaining importance.

The conducted researches and the solution of the set tasks are based on the use of dialectical approach, analysis and synthesis, classification, comparison, statistics, expert assessment and graphic representation methods to study the development processes of the economic, technical and technological society.

In order to maintain their position in the market, manufacturers are trying to study more deeply and consistently the direction of movement of the market demands, which place high demands on the characteristics of the goods and the group of potential consumers. As a result, marketing complements and develops logistics, linking all links of the economic process into a mobile, technical, technological and economically coordinated system. *Table 1* presents a comparative analysis of the object and subject of research in the field of logistics and marketing.

Table 1

Comparative description of the research object and subject in the field of logistics and marketing

No	Comparative description	Logistics	Marketing
1	Research object	Material flows circulating in the market	Markets and Terms for Certain Goods and Services
2	Research subject	Optimization of material flow management processes	Optimizing market behavior for selling goods and services
3	The principle of interaction	To meet the demand on time by fast and accurate delivery of goods to the final consumer	Identifies, stimulates and creates demand
4	Research method	A systematic approach to the formation of material resource transfer chains, as well as public use methods that find their application in planning, production and management of economic systems	Methods of studying the market situation, consumer demand and the formation of a specific offer of goods and services
5	Final results	Creating project systems that meet logistics goals: the necessary product of the desired quality in a sufficient quantity at a certain place within the agreed time, taking into account the minimization of costs	Recommendations on production and marketing tactics and organizational strategy: determining what product to produce, the required volume and time. Accounting for profit from the sale of goods

The fundamental difference between marketing and logistics is as follows: logistics focuses more on internal operations while marketing focuses on external operations. Considering marketing and logistics, taking into account the concept of management, marketing is focused on the market. Logistics focuses on the flow that determines the possible ways to increase the material, informational value and utility of the product for the consumer. Despite the differences in marketing and logistics activities, their functions overlap.

Generalization, grouping, comparative analysis, expert assessment, deduction, induction, and systematic approach methods were used to achieve the research goal and solve the tasks.

During the analysis, the information obtained from special literature (presented by various sources: articles, books, reviews, reports) dedicated to the formation and development of business models of companies, including the logistics and transport sector, was used.

Customer service is a broad, boundary-spanning activity that takes place both inside and outside the company. The key to creating a single perspective is integration from within the organization and among other members of the partnership. Integration within the company should focus on marketing and logistics activities. These are the main functions that establish contact with the customer. A firm's pursuit (obtaining and serving demand) is accomplished through marketing and logistics. Traditionally, marketing and logistics have been developed separately in many corporations. Ironically, one of the keys to addressing the roles, responsibilities, and scope of customer service begins with integrating these key customer contact functions.

This study was based on the fact that the process of developing logistics and transport systems in different countries has many common aspects, although, of course, different countries are at different stages of this process. It should be noted that the logistics performance index (LPI) reflects the state of logistics at the national and international levels in more detail. According to official data of 2018 (it should be noted that this index is calculated every two years), the most important competitive advantages in the global market of logistics and transport services are concentrated in German companies (official quote from the World Bank). This makes Germany's national, macro-logistics system more attractive in creating global supply chains. According to the data of 2018, the Republic of Uzbekistan occupies the 99th place in this rating.

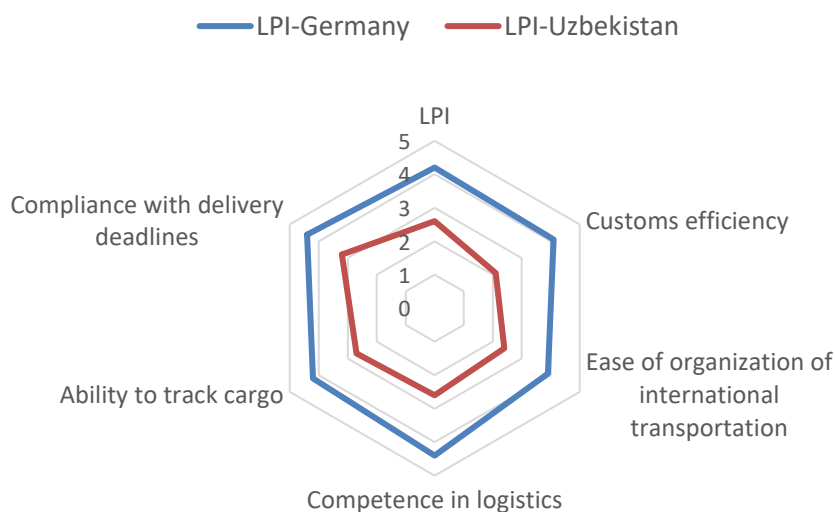


Fig-1. Comparison graph of two countries in the field of logistics²

From the indicators, it can be understood that the issue of logistics in national transport can have an impact on ensuring the country's high-level ratings. At this point, it is worth noting that the use of digitization, that is, information and communication technologies and innovative logistics, in the transportation of goods in the system of transport and logistics clusters is of great importance. The nature and tasks of logistics management require that the goods movement management system achieve the most cost-effective and satisfactory level of service [1]. In this case, the management implements specific target instructions of the product manufacturing enterprises. For example, there

may be instructions such as ensuring the delivery of the product at the specified time with the lowest cost, maintaining the service level at the appropriate level.

The contribution of an effective transport-logistics system to the country's development is reflected in 4 (four) directions:

- Promotion of economic growth;
- Increasing labor productivity and competitiveness;
- Support for structural changes of the economy;
- Improving the quality of life.

Broadly speaking, the national transport strategy aims to develop economic sectors through efficient transport links and more affordable transport, increase international trade, attract new companies to the country, create new jobs by increasing the level of population mobilization, reduce production costs, improve productivity and business models. In case of changes in the economic structures, the possibility of ensuring employment of the population and the developed transport system are aimed at solving tasks such as expanding the list of products and services [3].

Logistics activities such as transportation and logistics have undergone several changes in the history of world trade. All subsystems are affected by events such as industrial revolutions, new technology transition concepts, and business services. Logistics 4.0 is one of the areas affected by the Industry 4.0 paradigm.

A number of critical elements of logistics, including warehousing, transportation, distribution, supply and information services, have been forced to change as a result of technological disruptions to improve efficiency. Although different definitions of Logistics 4.0 or Smart Logistics (Smart Logistics) are used in the literature, all studies agree on the specific characteristics of "technological development and autonomous processes".

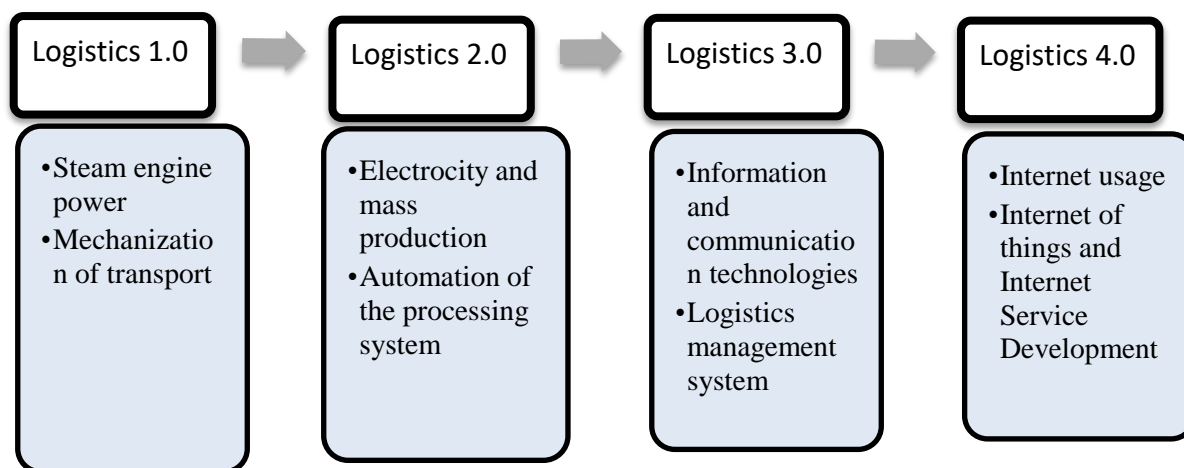


Fig-2. Development stages of logistics

Among the developing trends in the world economy, as well as in terms of the prospective economic and social development of the world, transport services have become one of the most important sectors in recent years. In addition, the transport service contributes to the formation and development of the international labor market. Of course, the development, expansion and increase of the transport sector in the whole world is accompanied by many factors.

In the era of globalization, the increase in the volume of trade in the world arena through the development of a particular company requires the rapid movement of products and resources between different countries. It plays an important role in the organization of intermodal transportation, unlike various sectors in the transport system [4].

Logistics and marketing may disagree in terms of whether to use free on board origin or free on board destination pricing when allocating transportation costs. When conflicts between logistics and marketing are economic in nature, such as mismatch in pricing decisions, can be sorted out by information sharing between logistics and marketing i.e. knowing the costs of providing various levels of customer service to determine the trade-offs between costs and customer service. In this way, collaborative efforts of logistics and marketing will reduce such conflicts.

Table 2

Comparative analysis of the main indicators of the railway system of the Central Asian countries (as of the end of 2021)

Indicators	Kazakhstan	Tajikistan	Turkmenistan	Uzbekistan
Share of transport system in GDP (%)	8	11.5	7.3	9
Length of public railways (thousand km)	14.5	0.68	3.6	4.3
Density of transport routes (road/railway, 100 sq. km/km)	3.6/5.5	18.9/4.7	12.5/6.1	43.2/8.2
Cargo volume (million tons)	332	1.4	22	70
Investment volume in the transport sector (2011-2015 yy., mln \$)	17000	210	7000	7000
Volume of transit traffic (million tons)	18	0.3	9	8

The nature of the transport sector poses great challenges for technological innovation, mainly due to the complexity of the system as large technical systems with interrelated sub-sectors.

The transportation business model is how the company makes money, who its customers are, how the company creates value for its customers, and how the company makes money from it. For logistics and transport companies, which play an important role in ensuring the need and competitiveness of products delivered in the digital economy, determining the time, quality and price of product delivery to consumers, I think this definition is necessary. The goals of the activities of logistics and transport organizations, in particular, should be supplemented by ensuring economic growth and increasing the market value of the company.

Currently, marketing and logistics are closely related to each other in the process of forming a product manufacturer's offer in the market of goods and services. The interaction of these areas of activity determines the effectiveness of promoting goods/services in the market, which is shown in *Table 3*. Logistics, like marketing, evolves according to changes in the goods/services market.

Table 3

A change in approach as a result of the interaction of marketing and logistics in the field of goods turnover

№	Comparative description	Logistics	Marketing	Comprehensive approach
1	Goal setting	Minimizing total costs	Profit maximization	Optimization of circular processes
2	Theoretical and practical content	Meet demand	Change of demand	Create demand
3	Control object	Economic flow	Target market	Turnover
4	Nature of management	Systematic	Marketable	Combined
5	Organizational form	Logistic system	Marketing system	Integrated system

The idea of a managed relationship between suppliers and consumers is based on the fact that the buyer expects the supplier to work by the firm and different levels of customer service provided by the selling firm. The relationship between the expectations generated and the service provided shows the interaction between marketing and logistics [5].

Integration in the operational areas, strategic and even regulatory decisions in the logistics and marketing system and in the company, the real state and adaptation of logistics and marketing in the organization and the management structure of the company (integration of competence), allow it to be effectively oriented. The use of future, long-term activity and efficiency potentials and the success of the company can be noticed later.

Companies can realize over time that effective logistics is a crucial part of a marketing strategy that allows them to achieve a competitive advantage.

Conclusion

In conclusion, it should be noted that the transport sector of the Republic of Uzbekistan occupies a special place in the economy of the country due to geographical, historical, geopolitical and a number of other factors. Uzbekistan is one of the two countries in the world (the other is Liechtenstein) that is located far from international sea lanes through the territories of two or more countries (a landlocked country), so the costs of transporting export and import cargo, as well as transit flow becomes a decisive factor of competitiveness.

Improving the activities of logistics centers whose activities in the country are slowed down. As a result of the increase in the quality and types of logistics services, it is possible to reduce the cost of transport and other storage and packaging services [6].

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