In conclusion, transport logistics is facing several challenges in the contemporary world that threaten its efficiency, sustainability, and resilience. These challenges include the increasing complexity of global supply chains, the rising cost of transportation, the issue of sustainability, and the increasing threat of cybersecurity. Addressing these challenges will require a concerted effort by all stakeholders, including policymakers, industry players, and technology providers. Only by working together can we ensure that transport logistics continues to play its critical role in the global economy.

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CURRENT PERSPECTIVES OF THE DEVELOPMENT OF TRANSPORT LOGISTICS IN ACCORDANCE WITH THE NEW MARKET TENDENCIES AND TODAY'S PROBLEMS

S.A. Senka, student,

National Technical University "Kharkiv Polytechnic Institute"

First of all, transport logistics is an integral part of our lives, as it is simply impossible to imagine everyday reality without its participation. All areas of human activity, in one way or another are related to the process of moving material and non-material resources from "point to point". The overall level of efficiency of both modern enterprises and ordinary citizens depends on how quickly and qualitatively they will be delivered. The global system of logistics transportation should be as coordinated, optimized, mobile and flexible as possible.

For this reason, logistics must constantly develop and adapt to modern challenges and new market trends as quickly as possible. "Logistics is movement.

Motion is life!"[1].

That is why modern opportunities for the development of transport logistics, identifying their key features and advantages became the key objects of research in this work. For the scientific justification of the results, a theoretical research method was used, namely: the method of analysis and generalization of information resources. Today, quite common ideas for the development of transport logistics include: the introduction of various robotic systems based on artificial intelligence, the comprehensive development of the blockchain system, the implementation of a comprehensive digitalization policy, the use of new methods of information digitization and the implementation of cloud technologies.

However, in recent years, entrepreneurs have begun to pay special attention to fully establishing a stable process of reverse logistics. Society's demand for ecologically clean products and the simplest process of their production constantly nurtures modern manufacturers to solve this issue [2]. Reverse logistics allows global companies not only to minimize resource waste or re-process products, thereby saving huge amounts of money, but is also used as a powerful marketing move to increase their own popularity on the market and general recognition among the population. The next modern development trend is related to highly effective forecasting and long-term, step-by-step planning of market demand. International experts agree that it is precisely from the chosen methodology of high-precision forecasting and taking into account the total number of key influencing factors during calculations that the company will be able to allocate its logistics resources efficiently and effectively. Modern software, based on artificial intelligence, is able to provide more accurate and comprehensive forecasting models that can take into account not only the concept of seasonality or the shelf life of products, but also the degree of readiness of the company to cover future demand. Thus, this trend allows not only to optimally adjust supply chains or predict possible problems with the company's resource stocks, but also to ensure the highest quality and reliable delivery process.

The last considered, but no less important trend in the development of transport logistics, which is becoming more and more popular today, is the active process of

supplier diversification. The COVID-19 pandemic has clearly shown how fragile the modern world is. Those companies that built their policy on the principle of good, well-established relations with a single supplier - remained in the red, since when the first big crisis situation arose, they could not get the critically needed resources. While companies pursuing a broad, multi-vector policy, maintaining close relationships with many suppliers, were able tointerchange gaps from several resource sources, which enabled them to obtain tangible economic benefits and operational stability.

To sum up, new technological and organizational solutions will continue to be the focus of all current trends in the development of transport logistics. Modern company policy should be based on the principles of flexibility and adaptability, both to short-term and long-term changes. The results of the analysis showed that currently the key areas of development of transport logistics are focused on the implementation of artificial intelligence, digitalization, cloud technologies and the blockchain system. The methods of implementing the basics of reverse logistics, highly accurate forecasting of demand and diversification of suppliers have no less prospects for development. Today, the need to update existing transport logistics development strategies is higher than ever.

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LOGISTICS AND ITS ROLE IN PRODUCTION

Bochko.O.S., student,

Kharkiv National Automobile and Highway University