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FEATURES OF THE FREIGHTS INTERNATIONAL DELIVERY ORGANIZATION IN THE CONDITIONS OF DIGITAL ECONOMY

International transport services are bought and sold in international transport markets, which differ depending on the modes of transport, the goods transported, and regional specificities. International transportation can be direct (without reloading operations), mixed (using two or more modes of transport), direct mixed (using different modes of transport, but according to common transport documents).

International transport services include not only the transportation activity itself, but also a number of related operations (delivery of cargo to the nearest cargo terminal - port, railway junction, etc.; loading, reloading, unloading of transported goods or baggage; temporary storage at intermediate points, re-issuance of documents, and sometimes insurance).

The costs associated with paying for mainline modes of transport and related operations are the transport costs of the cargo owner.

The company that owns the goods and the carrier companies participate in the international transport process, which conclude a contract of carriage between themselves.

In addition to cargo owners, stevedore firms (operators of freight terminals), with whom a service agreement is concluded, and forwarding firms (in some countries, forwarders are called freight agents, commission agents, brokers, etc.), participate in transport operations.

Under the forwarding agreement, the cargo owner instructs the mediator-forwarder to carry out precisely specified operations - loading and unloading his cargo, storing them, processing cargo and customs documents, settlements with carriers and stevedores, protecting their commercial interests in courts and arbitration, etc. In this case, the owner of the cargo can conclude contracts directly with forwarding companies or an agreement with the general forwarder, who is entrusted with the organization of transportation in general.

The modern transport network and the structure of transportations have developed in the process of world economic development and the international division of labor, they, in turn, have a very strong impact on these processes. The general trend is that international transport of goods grows more slowly than international trade, since the volume of transported raw materials, especially oil, grows little or not at all, and material-intensive production moves to sources of raw materials.

The transport network is expanding, but unevenly for different types of transport. The share of transport in global GDP and especially in the GDP of developed countries is declining, and the same applies to the value of the transport component in the price of goods.

International transport infrastructure, including transport terminals, is most often created and controlled by the state. The presence of private railways and highways does not contradict the general rule.

However, vehicles are generally privately owned and the transport market is almost exclusively operated by private companies. To this it should be added that international transport and international transport routes are not separated from domestic and the same transport companies can deal with both domestic and international transport.

International transport is regulated by multilateral agreements at the regional and global levels. Numerous (about 100) intergovernmental organizations operate in this area, including specialized UN bodies: the International Maritime Organization and the International Civil Aviation Organization.

As already noted, the global transport network is growing constantly, but unevenly by mode of transport. This unevenness reflects scientific and technological progress in transport and changes in the structure of cargo transportation. So, according to the UN, for the second half of the XX century. the network of railways and inland waterways has decreased, the length of highways has almost doubled, and the length of air routes has increased 3 times. At the same time, the length of naphtha products pipelines increased 4.2 times, and the length of main gas pipelines - 6.5 times.

Transport services differ depending on the type of transport, the subject of the transport operation (cargo, passenger, luggage), the transport characteristics of the goods, the frequency of transportation.

The goods transported are divided into dry, or bulk (coal, ore), bulk (grain, cement, fertilizers), bulk (oil, oil products, etc.) and general (finished products).

The main direction in the development of the world transport system is the synchronization of the work of different types of transport, their joint functioning in mixed transport. Transportation of goods in containers and general cargo in general is growing especially intensively. Comprehensive provision of such transportation on an international scale is practiced in the creation of transport corridors.

In the digital economy, the transport and logistics sector of the economy, as well as other industries, is undergoing significant changes, and, like any change, they are associated with risks and opportunities: new customer expectations, new market participants, new technologies, new business models, new requirements for staff competencies, etc.

According to research by the international company Pricewaterhouse Coopers (PwC), which has a 160-year history and is one of the so-called four world leaders in audit companies, 68% of managers of transport and logistics companies expect that the change in basic production technologies and services in the world, will dramatically affect their business. 65% of managers believe that the need to significantly change the model of their business will also be affected by innovative changes in sales channels [1].

According to PwC analysts, a number of key factors influencing the development of the transport and logistics industry today can be identified (Fig. 1):

digitization;

changing the dynamics of domestic markets;

changes in international trade;

changes in the main processes in connection with the introduction of new software or new technology [2].

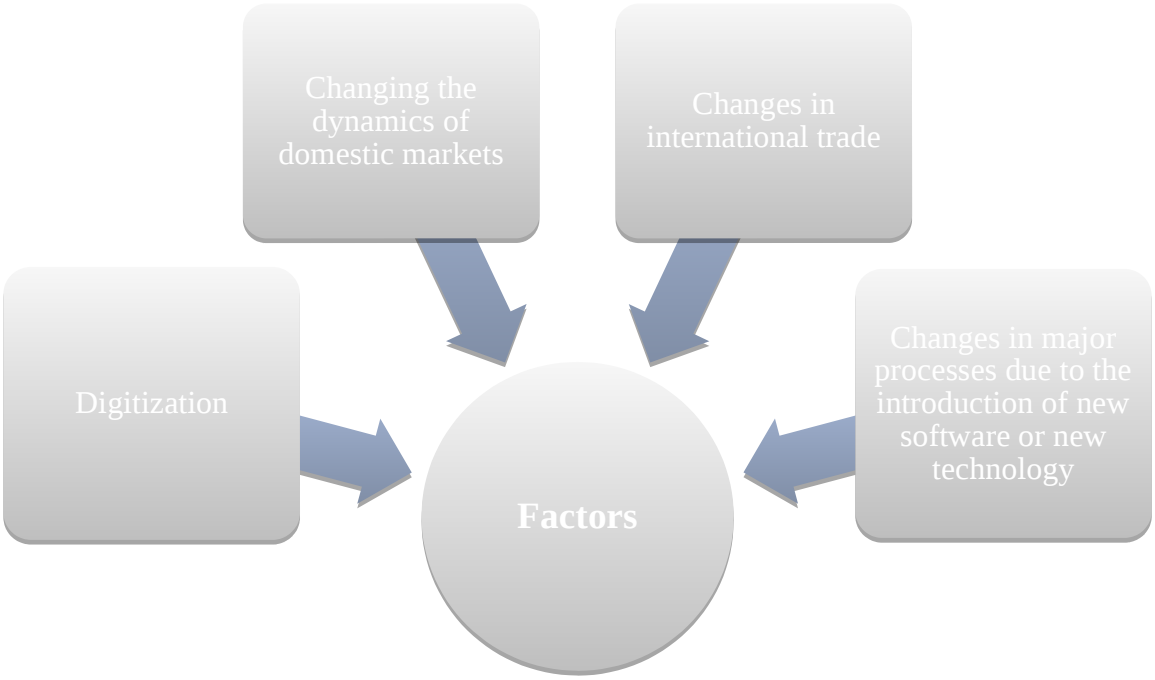

Figure 1. Factors influencing the development of the transport and logistics industry today

In the first place in this list of factors influencing the development of the transport and logistics industry, as we see, is the digitalization of the economy. Therefore, we will analyze the impact of digitalization on the expected transformation of the transport and logistics industry.

The impact of digitalization can already be seen in changes in administrative, production and commercial processes [3].

Digital solutions have already gone beyond information and communication technologies (ICT) or ERP systems and allow the development of new business processes and models, including integrate the entire value chain. New technologies

make it possible to switch sales and other important elements related to service delivery to the digital environment. Digitization of most corporate processes is essential for the implementation of the concept of Industry 4.0.

According to the survey, 54% of companies expect an increase in revenue due to digitalization [2]. Digitalization in the near future will not only significantly simplify basic business processes, but also significantly change the range of services, products and business models. In addition, digitalization, paradoxically, solves the problem of lack of specialists. Digitization is expected to change consumers' approach to business interaction. Changes can already be observed in the processes of online and mobile ordering and payment for transport, including in the provision of taxi, car-sharing and public transport services [1].

DHL's Logistics Trend (LTR) is a comprehensive analysis of the 28 most significant trends in business, technology and society that affect the future of logistics, is a roadmap for logistics innovation and helps to structure and intensify leading projects and research in the field . The new 2018/19 LTR focuses on the digital revolution in the industry and its impact on four key factors determining the future of logistics: customer focus, environmental sustainability, technology and people [4].

Unfortunately, few companies today are serious about how the cooperation and composition of actors in the supply chain will change as a result of the digitalization of the economy. Although each individual company must be ready to re-evaluate and find their new role in the supply chain in the new environment.

In the age of digital technology, speed is more important than ever. As a result, companies need to create a flexible supply chain network that allows continuous monitoring of development and provides rapid adaptation in this changing environment. And higher education institutions that train specialists for the transport and logistics sector should not only urgently review the content and structure of educational and professional programs, but also radically change the conceptual and methodological approach to training specialists for economics.

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